

RECRUITER

United States Army Recruiting Command July 2001

Journal

*Celebrating
85 years
with
America's
most
famous
Uncle!*



WALTER WINSTON BISHOP FLAGG

I WANT YOU FOR U.S. ARMY

NEAREST RECRUITING STATION

Recruiter

July 2001, Volume 53, Issue 7



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MG Dennis D. Cavin

I like music. I especially like military music. During a recent ceremony at USAREC Headquarters at Fort Knox, I started thinking about some of the great music that was written to underscore American patriotism during our armed conflicts. One favorite, written by George M. Cohan, is called “Over There.” It was written in 1917 and was as well-known and popular as James Montgomery Flagg’s Uncle Sam poster. Think about this refrain:

*Over there, over there,
Send the word, send the word over there—
That the Y anks are coming, the Y anks are
coming,
The drums rum-tumming everywhere.
So prepare, say a prayer,
Send the word, send the word to beware.
W e’ll be over, we’re coming over,
And we won’t come back till it’s over
Over there.*

Doesn’t that say something about American perseverance and dedication? Doesn’t it make you swell with pride about our national character? That’s what great patriotic music can do.

Then I started thinking about the Army Song. Its music was based on “The Caisson Song,” written in 1908 by Lieutenant (later Brigadier General) Edmund L. Gruber. Then it was adapted by John Philip Sousa into a march for the Field Artillery Corps. Later, new lyrics were written by H.W. Arberg, and the song was dedicated on Veterans Day, November 11, 1956. It is a rousing piece of music,

designed to get the blood moving and the heart engaged. The original words were simple but effective. You are familiar with this key chorus and refrain:

First Chorus:

***First to fight for the right
and to build the nation’s might.
And THE ARMY GOES ROLLINGALONG
Proud of all we have done,
Fighting till the battle’s won.
And THE ARMY GOES ROLLINGALONG***

Refrain:

***Then it’s hi! hi! hey!
The Army’s on its way,
Count off the cadence loud and strong:
For where’er we go, Y ou will always know
That THE ARMY GOES ROLLINGALONG***

The Army Song tells all who hear it that American soldiers are always prepared to fight for freedom. Even more recent military music echoes this theme, such as “When We Were Needed, We Were There.”

Early in July, we celebrate Independence Day. In big cities and small towns across the United States, Americans gather to enjoy the liberties that were fought for and won by patriots some 225 years ago. But now, in the early 21st century, we have enjoyed a long period of peace and prosperity, and it may seem that patriotism is fading. I disagree; I think patriotism is still harbored in the hearts of Americans everywhere, and especially in the souls of the soldiers who serve in our ranks today.

We recognize that there is no country on this planet like the United States. A perfect country? No, that’s impossible. But we are a country populated with caring and con-

cerned citizens, generous, opinionated, hard-working, passionately committed to democracy and the rights of mankind. Who would not fight to defend such a country?

This is what we do as soldiers. Because we have been blessed with a long period of peace, most have not had to face combat. Still, hundreds of thousands of young Americans have signed up to defend their country, to spill their blood if necessary. I don't believe they did that in exchange for money for college. I believe, in their heart of hearts, they wanted to be part of something bigger than themselves, that they wanted to contribute something to our Nation, that they wanted to give back some small portion of their lives in defense of the country that has given them so much. They want to enjoy the privilege of serving in uniform. They want to be able to say when they are 70 years old, "I was a GI."

Walk down the street in your uniform. Wear your uniform when traveling on official travel orders. People will come up to you and thank you for serving. Know that you represent the Army and the Nation whenever and wherever you appear in uniform. Understand that you defend our way of life every day you wear that uniform. Thankfully, our battles in this time of peace and prosperity are not fought with bullets, but as recruiters you have a unique platform. You have the power to articulate what service means. Freedom isn't free – you know that, I know that. Most Americans know it, too, but they don't often think about it. As recruiters in Hometown USA, you have more and better opportunities than most soldiers to explain what service to country means, to defend our sacrifices, and to express how deeply held is our American belief in liberty.

There are many ways to express patriotism. Picnics, parades, and fireworks displays may be the outward signs as we celebrate our independence on the Fourth of July. But you and I, and the many thousands in uniform, we know patriotism runs deeper than that. If your heart pounds a little faster and your chest swells with pride as you hear the Star Spangled Banner or the Army Song, you under-

stand that patriotism is a devotion. In dedicating ourselves to the service of our great Nation, all soldiers are patriots.

Thank you for your service.

INTEGRITY

Does one's integrity ever lie in what he is not able to do? I think that usually it does, for free will does not mean one will, but many wills conflicting in one man.

– Flannery O'Connor

The quote above is food for thought. I use it here because I want you to understand that the recruiting business is one of constant temptation. The very things that make recruiting duty unique also make it difficult – the mission, the autonomy, the constant interaction with youth and non-military contacts. As human beings, every day we are faced with many choices. If things are going well, it's easy to walk the straight and narrow path. But what happens in a difficult month? Do we yield to the temptation to write a "ghost" contract? If your home life is unhappy for any reason, will you engage in inappropriate behaviors with others? The opportunities are certainly out there. What will be your choice? I expect and trust that you will make the right choice.

Making the right decisions on a daily basis has its own rewards. First, you know you have done the right thing and can live with yourself. Second, you do not have to worry about getting caught and being punished for breaking the rules. Third, you are setting a proper example for others to emulate, and they will respect you for it.

You've heard it before, but it is worth repeating – recruiting with integrity is doing the right thing for the right reason even when nobody is watching. That is the way recruiting should always be done – with integrity. 📢

Keeping pace with Journal articles can be challenging. It's hard to think about July and our nation's birthday when I haven't celebrated the Army's yet. But, so goes the printing schedule.

Actually, July is my favorite month of the year. Now, you may be thinking it has something to do with Independence Day. Well, that's partially true. Let's face it. With all the wonderful celebrations on July 4th how can one not feel good about being an American? I will start the morning running my favorite road race. No, I'm not talking about NHRA and "The Sarge" or NASCAR. I'm talking about foot races, as in 10Ks, like the Peachtree in Atlanta. At 8 a.m. I'll be running downtown with 35,000 other runners as we make that 6.2 mile trek into Piedmont Park to earn this year's coveted T-shirt. I'll enjoy the rest of the day in the company of my family.

July is a pivotal month for the command. It's more than the first month of 4th quarter; it's a pacesetter for the remainder of the year. Our performance, that is, our success in writing the grad mission coupled with reduced DEP loss will nail the FY 01 accession mission. Sure, we will still write contracts to ship in August and September, but we'll be writing a lot more into next fiscal year. What an opportunity! We can really posture ourselves for success in 02. Ideally, we will enter FY 02 with an entry DEP of 18,000. Our objective is to put 10 - 12K in 1st quarter. Entering the first quarter with a robust entry DEP will also allow us to preserve the majority of our limited enlistment categories until the traditionally difficult recruiting periods in 2nd and 3rd quarters. It is imperative we make the contract mission and get out of this 'in and for' fight. I'm excited about next opportunities resulting from this year's shift in accessions.

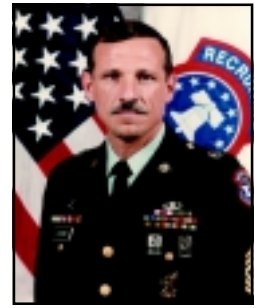
I'd like to change gears for a moment and share some observations from the past 30 days or so. The high points, as usual, involved getting out of USAREC Headquarters to be among the noncommissioned officers in the field. Intertwined between USBs and conferences, I managed trips to several battalions. I'm reminded how hard our

ting force is working every day maintain standards and provide re strength for Army readiness. Nothing is ever perfect, and all of these units had their share of concerns.

But, I was also encouraged by how dedicated our NCO Corps is as they roll up their sleeves, make do with what they have, and devote themselves to doing what's right for the Army.

Looks like the word is getting out about Army transformation, the history of the black beret and our

CSM Roger Leturno



reasons for switching June 14th. Once briefed, our soldiers seem to be more receptive to change.

Regarding Army transformation. The NCO Corps is leading the way in understanding and embracing the Army's new direction. I encourage all leaders to get educated and share your transformation insights within your own formations. Be sure to include members of the DEP/DTP.

I noted a moment ago the great things I saw in my travels this past month. As I reflected on these things and shared them with senior Army leaders, it struck me that the foundation of the good things I had noticed was rooted in something very basic and obvious. At many of these places, it was apparent that discipline and a consistent work ethic received more than lip service. Rather, they provided foundation for training, recruiting, and everything from PT to AARs. The result was well-focused stations that believed in what they did and soldiers who were proud, motivated, and ready for any mission.

Although an outsider might not get it, many of you will understand what I mean when I say it doesn't take long after arriving at a unit to form a generally accurate opinion on how it's doing. Usually, such an opinion is based on little things. Do the soldiers look sharp and move with a purpose? Do they look energetic and cheerful? Do they salute smartly and answer up freely and openly when approached? Do they appear well versed on the basics of their jobs and their station's missions? These might seem like inconsequential things, but they add up, and I assure you, some units instill these things better than others do.

In units where it all seems together, I without exception find leaders who do PT with their soldiers, inspect and communicate with their team daily, don't lead via e-mail, and who understand that while mission essential tasks vary among units, the basics of soldiering does not.

On another note, our new Secretary of the Army — The Honorable Thomas White — paid the NCO Corps a great honor in late May. His first speech after becoming secretary was to the graduates of Class 51 at the Army Sergeants Major Academy. He talked like a soldier; I'm excited about our Army's future under his leadership.

In closing, I'd like to again thank you for the hard work you continue to provide Recruiting Command.

Remember, July we celebrate America's birthday, take time for family and ourselves, and kick this organization's production into high gear.

Good Recruiting! 📢





Chaplain's



Motivational Notes



by Chaplain (LTC) Jim Stephen
HQ USAREC

“The Bold Experiment”

Two hundred and twenty-five years ago, a group of courageous men gathered to defend a bold idea in government. The idea was that a government received its power and legitimacy from the consent of the governed. These men signed the United States Declaration of Independence, pledging their lives, their fortunes, and their sacred honor to the principle of self-government. They took this bold step in the face of great opposition. The opposition came not only from established monarchies, but also from many respected philosophers and social planners who said the idea of self-government just would not work.

The philosopher Blaise Pascal said that popular government would subject state decisions to “...the opinion of the least able.” Jean Jacques Rousseau felt democracy would work as a government of gods, but he said, “So perfect a government is not for men.”

It took men of faith and courage to oppose this opinion that common people were too ignorant or too apathetic to govern themselves. The signers of the Declaration of Independence were men of that caliber.

They and others of like mind and courage fought for their freedom. Their victory is our blessed inheritance of liberty. We should be eternally grateful for their decision and their resolve.

The Revolutionary War settled the question of American sovereignty. But what of the philosophical battle? What of the original premise that people are wise and good enough to rule themselves? Has history vindicated the founding fathers' judgment? The past two centuries have seen America make mistakes. The voice of the people has sometimes been shortsighted, self-centered, and even sinful. Not every person or people have shared equally in the American dream of “life, liberty, and the pursuit of happiness.”

But, despite our shortcomings, no people in recorded history have been more blessed than Americans. And the lines of immigrants testify that this land is still a beacon of hope for the oppressed of all the world. We could have done better, but we could have done much worse.

What of the future? In his first inaugural address, George Washington said, “The preservation of the sacred fire of liberty, and the destiny of the republican model of government, are...staked, on the experiment entrusted to the hand of the American people.” Democracy is still an experiment. Every generation must prove its ability to govern itself.

It is our duty as Army recruiters to remind the rising generation that Democracy still needs to be earned and defended. There continues to be enemies of Democracy and those who doubt our ability to “keep it all together.”

Since the power is in the people in a democracy, on our wisdom, courage, and goodness hang the outcome of the experiment and the fate of this nation.

Have you learned anything today from this message? Share with me your insight at:

(James.Stephen@usarec.army.mil), God Bless every one of you. 📧

USAREC honors icon

By Pearl Ingram, RJ Editor

James Montgomery Flagg, writer, artist, illustrator, and creator of the famous Uncle Sam recruiting poster, was honored in a memorialization ceremony at Headquarters, U.S. Army Recruiting Command on June 14. The parade field, located in front of the headquarters building, was named James Montgomery Flagg Memorial Field to honor Flagg's contributions to the recruiting effort during both world wars.

"My family and I would like to thank the Army on this very special day – their birthday, Flag Day and now Flagg

the war effort during World War I and II. He illustrated 46 patriotic posters to spur recruiting and offered to paint, for free, a portrait of anyone who would purchase a \$1,000 Liberty Bond.

"I will remember this day forever," said Emily Ives, Flagg's great-granddaughter. "I'm looking forward to years from now, bringing my kids to Kentucky and enjoying the field and teaching them a little bit more about their heritage."

The USAREC parade field had remained unnamed since the recruiting headquarters moved into Building 1307 during the



MG Dennis Cavin and Josiah Ives, great-grandson of Flagg, unveil the monument dedicating the USAREC parade field. (Photo by Steve Catlin, U.S. Army Armor Center and Fort Knox.)



Cathy O'Brien (left) is overwhelmed at the unveiling of a monument dedicating the USAREC parade field. Marguerite Beavers (right) looks on with Josiah Ives. MG Dennis Cavin, (far left) USAREC commander, dedicated the parade field on Flag Day, June 14. (Photo by Steve Catlin, U.S. Army Armor Center and Fort Knox.)

Field Day," said Cathy O'Brien, granddaughter of the artist, who spoke briefly at the dedication. "He was a great man who gave duty, and humor, and dignity to his country that he loved so dearly."

Seven members of the Flagg family travelled from Hawaii, California, and Iowa to take part in the dedication ceremony. According to O'Brien, Flagg never minced words. "He always spoke what was on his mind and in his heart, and his country was one of the most precious things to him. You can tell that by looking at his work," she said.

"I really do believe that he felt he was part of the Army," said Marguerite Beavers, also Flagg's granddaughter. "I think he was very proud to be part of it."

The Uncle Sam poster was first published July 6, 1916, as the cover for *Leslie's Weekly* magazine. Although Flagg never served in the military, he volunteered his time and talent to

summer of 1995. When requests went out for suggested names almost two years ago, the suggestions were slow to come in according to then SGT Rob Mineo, USAREC headquarters. While waiting in the command group one morning, Mineo noticed a giant framed print of the Uncle Sam poster with the artist's name printed above the "I Want You."

"It hit me like lightning," said Mineo. "Why not name the parade field Flagg Field. What better honor to bestow upon an artist than a huge canvas like a parade field." With efforts from Judy Stephenson, the USAREC librarian, the Flagg family was located and work began to name the parade field.

The Uncle Sam poster hangs in recruiting offices across the country today, and during World War I more than four million copies of the poster were printed. The poster had such great impact on recruiting that it was reprinted during World War II.

"Often times people know the poster, but they don't know the man behind it," said 14-year-old, Jesse Beavers. He feels

in recruiting history

the plaque located on the parade field will help people learn about his great-grandfather.

Flagg was appointed New York State military artist and joined the Civilian Preparedness Committee organized in New York in 1917. He served as a member of Charles Dana Gibson's Committee of Pictorial Publicity, which was organized under the federal government's Committee on Public Information.

"A lot of his works have been on the walls around the house that we grew up in," said Sean O'Brien, great-grandson, "To us it was a family thing. It's nice to see recognition outside the household, especially by a big organization like the Army. It helps to put it into perspective for us. It was a nice thing for me to witness today."

Beavers said her grandfather was saddened by his loss of sight in his late years. She remembers reading to him, sitting in his lap and visiting with him. She says there were regrets and disappointments, but he was pleased with his relationship with his country and his communications with President Franklin Delano Roosevelt.

President Roosevelt once wrote in a letter of commendation to Flagg, "I congratulate you on your resourcefulness in saving model hire. Your method suggests Yankee forebears." Flagg at times was said to use himself as the model for his illustrations.

At the ceremony, MG Dennis D. Cavin, commander, U.S. Army Recruiting Command, read a letter from President George W. Bush written to the Flagg family for the occasion. "Mr. Flagg was a unique American, who had a tremendous impact on our country. His accomplishments should remind us that there are many ways to serve our nation. With boldness



MG Dennis Cavin presents an aerial photograph of the newly dedicated Flagg Field to Cathy O'Brien and Marguerite Beavers as Josiah Ives looks on. (Photo by Steve Catlin, U.S. Army Armor Center and Fort Knox.)

and keen insight, he drew images that have inspired duty and service for decades."

Flagg, who was at times called a genius, sold his first drawing at the age of 12 and by age 14, he was a regular contributor to magazines. He studied art in New York City, Bushey, England, and Paris. He was well known for his portrait paintings, illustrations and caricatures. His autobiography, "Roses and Buckshot," was published in 1946. At the height of his career, Flagg earned more than \$75,000 per year. Born in Pelham Manor, N.Y., in 1877, Flagg died May 27, 1960, in New York City, N.Y. 📌

JAMES MONTGOMERY FLAGG

(Editor's Note: The following story was written in 1976 by Faith Flagg, daughter of James Montgomery Flagg, and describes the creation of the "I Want You" poster according to her family history.)

On this 200th birthday of Uncle Sam, it seems fitting to offer a tip of the tricorn to one of his talented nephews, James Montgomery Flagg. With luck, the fruit of their relationship will remain an historical curiosity, consigned to its small corner of the Smithsonian Institution in Washington. Nevertheless, it did serve America well during two great wars.

Flagg and Uncle Sam had only a nodding acquaintance before 1912. During the first decade or so of this century, Flagg was too busy becoming a popular member of the Smart Set to give much

thought to serious painting, much less patriotic gestures. Born with a maverick talent for drawing and a strong sense of the ridiculous, he romped through six years at the Art Students' League in New York City and went abroad in 1898 to sample life in the ateliers of Paris.

But Flagg was suffering from a bad case of love and found it difficult to concentrate on his peers and pedants. Three years earlier on vacation in Biddeford Pool, Maine, he had seen a profile on the piazza that startled him. There sat the girl he had been trying to put on paper for years, and he had been capsized and sunk. Thus, learning his craft in Europe lost its savor after two brief years and Flagg sailed home to marry his lovely Nellie in 1900.

Eleven years his senior, Nellie had a generous allowance from her father and inexhaustible social contacts. The handsome young Flagg spent four years bouncing about the fashionable resorts from California to Florida, with sidetrips to the Continent each summer, like characters in a Noel Coward play.

Flagg later claimed that all this larking about from villa to yacht to townhouse was actual research, in spite of its not being deliberate and pleasant.

Indeed, many of his former hosts and hostesses saw themselves all too clearly as Flagg turned his waspish pen to satirizing the social pretensions of the American "aristocracy." By 1912, he was one of the most popular young illustrators in America, turning out an average of one illustration a day for many years and writing comic articles for *American Magazine*. If he lost his entree into a few manor houses with drawings of pouter-pigeon dowagers auctioning off their beautiful daughters ("Baronetcy, baronetcy — do I hear dukedom?"), new doors opened at every turn.

Stormclouds were gathering over Europe in 1912 when an editor of *Leslie's Weekly* commissioned Flagg to do a Fourth of July cover. Inspiration came when Flagg was visiting some officer friends at the Marine base in Quantico, Va. Among the young men lined up at parade rest in their stiff-collared forest green was a tall rawboned recruit of 17. His face, with its fine-boned structure and piercing eyes, struck a chord in Flagg's mind. What better idea for a holiday cover than a handsome, dignified Uncle Sam to replace the canny hayseed so long popular with political cartoonists?

Flagg arranged at once for the young Marine to come to his studio to pose and set to work. In two work sessions, Flagg added 40 years to the stern young face, modified the traditional "circusy" costume, and a new Uncle Sam was created.

In 1916, shortly after the news of the tragic battle of Gallipoli reached still-neutral America, a man from the War Department in Washinton called Flagg at his studio. He handed the artist a sketch of Uncle Sam, pointing directly at the viewer, with the caption "I WANT YOU!" printed in block letters underneath. Asked if the picture looked familiar, Flagg declared that it was a poor copy of the cover he had done for *Leslie's Weekly* more than three years earlier. His visitor looked grimly pleased.

"I thought so! A fellow almost had them sold on his 'original' idea down at the War Department, but in the back of my head I knew I'd seen it somewhere!"

Together, they searched through Flagg's closet and unearthed the original painting. The visitor tucked it under his arm and departed happily for Washington. Several months before the first

American draft call, the War Department released the now-famous recruiting poster, distributing four million copies in the next two years.

As New York State Military Artist, Flagg contributed some 35 posters to the war effort. In many of them, he used his favorite model, Mary Arthur, as Columbia enlisting support for causes from Victory Gardens to the National Guard. In 1917, an entire floor of the Grand Central Palace was given over to war-time activities. Flagg sat in one of the many small booths, drawing pencil portraits of anyone who bought a thousand-dollar Liberty Bond.

His most spectacular bond-selling stunt was repainting his Marine poster on a huge canvas on the front steps of the New York Public Library with his model posing, and a platoon of Marines marching about with drawn bayonets. Using the slogan, "Tell It To The Marines," Flagg transformed it from a sneer, which implied that Marines were so gullible they would believe anything, into a fighting battle cry. Gus Edwards and Al Jolson both wrote songs using his title and, at different times, each sang his

own version on the Library steps, yanking off his coat at the finale as the man in Flagg's poster had done.

During World War II, Flagg again contributed several recruiting posters. At 64, he had grown to look remarkably like his original concept of Uncle Sam, so he often used himself as a model, looking into his mirror as he painted. President Roosevelt once wrote to him, "By the way, I congratulate you on your resourcefulness in saving model hire. Your method suggests Yankee forebears."

Flagg's greatest satisfaction, however, was to see his early "I Want You!" poster called back into service, with 350,000 new copies printed for recruiting purposes. Cary Grant, in the movie "Lucky Lady," played a marvelous scene in front of the poster, growing very uncomfortable as he felt the eyes of Uncle Sam boring at the back of his head.

Once, in 1941, Flagg took a crowded train to judge a beauty contest in Connecticut. The seats were jammed with young Army recruits, drooping in the August heat. He passed one young man, slumped down with his overseas cap tilted down over his scowl. Flagg stopped for a moment, touched by his youthful despair.

"What made you join the Army, young fellow?"

"Some bleeping poster of Uncle Sam saying he wanted me to — sir!"

Flagg tiptoed carefully down the aisle and into the next car, somewhat abashed by the power of his own creation. 🚨



Trainers as leaders of learning

by MSG Daniel O'Keefe
Recruiting Operations, HQS USAREC

What are the characteristics and behaviors expected of an exceptionally good senior or master trainer? Having had the opportunity to experience several extraordinary trainers over my career, I was especially impressed by one. I would describe him as well organized, using creative teaching approaches, understanding the needs of soldiers, and meeting all of the basics of being an excellent trainer. But much more, he encourages and challenges soldiers to ask thought-provoking questions and allows participants to learn from each other. The primary difference in a good master trainer like him was he had the ability to serve his fellow recruiter and station commanders as a "leader of learning."

The training leader impresses many by showing an interest in exploring the importance of values and trust in working relationships of a team, thereby impacting the values, leadership, and particularly trust and work ethics, productivity and organizational climate.

The training leader is in the business of providing a service — "customer service." Leadership is being there first when corrections are needed. It begins with the feeling that one wants to serve above all. The conscious choice being to aspire to lead. That person is sharply different from one who is leader first.

A commonly asked question for gauging one's leader capacity is, "Do those who are responsible for ensuring personal growth do so because they become healthier, wiser, freer, more autonomous, more likely themselves to become a leader of learning also?" As professionals involved in training and developing individuals and organizations, we are in a customer-service-leadership profession. Do we act as training leaders? If so, what is our role? How can we develop our capacity to provide service with added results? And what actions can we take to demonstrate training leadership?

Here are 10 basic characteristics of training leadership which can inspire trainers in their profession:

1. Listen. Be receptive to what other people have to say. You'll learn more about their needs and desires that you can use to help them or someone else. This will help you develop your ability to respond proactively. Heal. Seek ways to heal yourself and others from broken spirits and emotional hurts. Individuals, teams, and organizations can be in need of healing.

2. Persuade. Use persuasion rather than your position or authority to convince rather than coerce.



3. Conceptualize. Create opportunities for yourself and other people to generate concepts. Many of the ideas will die, but others will come to fruition.

4. Develop. Create and take full advantage of opportunities for other people and yourself to develop and grow personally, professionally, emotionally, and intellectually.

5. Vision. Remain rooted on past successes while living in the present and focusing on the future. Take full advantage of opportunities that come your way and build on them. You are creating your tomorrows. Trust and build through confidence in recruiters and develop relationships in which we can be trusted; therefore, we are able to work at a deeper, more meaningful level with greater impact.

6. Communicate. That means open, honest, and direct communication to the recruiters at the right time, by the right person, in the right way.


7. Evolve. Seek to be wise as well as knowledgeable. This means growing, developing, and emerging as a person and as a professional.

8. Promote. Share the successes of other recruiters and embrace new ideas so they can be recognized and can benefit from their accomplishments.

With those characteristics in mind, ask yourself some questions about your training - leadership:

- * Am I attempting to use my position of authority to obtain agreement?
- * Do I listen to what recruiters are saying through their efforts, actions, and am I listening to what they're not saying?
- * Do I communicate effectively through my words and behavior? Are my words and actions aligned?
- * Do I seek challenges for personal and professional growth?
- * Do I advocate for others even when it means I may not get what I want?

We can be good training-leaders by taking these actions:

- * Get to truly know the recruiters. What are their needs for knowledge and experience? How can I most effectively communicate with them?
- * Be knowledgeable of daily changes and policies.
- * Learn in the process of teaching others.
- * Listen for the wisdom of our recruiters and remember just because we're the instructor (trainers) that doesn't mean we have all of the answers.
- * Encourage continued growth through resource materials, making yourself available after training classroom time.
- * Acknowledge and encourage learning and growing.
- * Present information in different ways each time.
- * Seek feedback and conduct meaningful AARs. 

USAMU helps recr

Story and photos by U.S. Army Marksmanship Unit Public Affairs Office

The U.S. Army Marksmanship Unit at Fort Benning, Ga., is the only organization of its kind in the Army today. Formed in 1956 by President Dwight D. Eisenhower to raise the standards of marksmanship throughout the U.S. Army, the unit produces America's best competitive shooters and the Army's greatest custom gunsmiths. USAMU trains soldier-athletes to win competitions, promotes the Army and enhances combat readiness through train-the-trainer clinics and research/development of weapons and ammunition.

The unit, which has been a part of the Recruiting Support Brigade since October 1999, is composed of a support staff, a Custom Firearms Shop, and seven competitive shooting sections — Service Rifle, Service Pistol, Action Shooting, International Rifle, International Pistol, Shotgun and Running Target.

In the past 44 years, members of the USAMU have gained international respect by winning hundreds of individual and team national titles, more than 40 World Championships and 20 Olympic medals; the unit also traditionally provides about one-half of the members of the U.S. Olympic Shooting Team.

“The Marksmanship Unit has gained worldwide recognition and respect for its shooting accomplishments,” said USAMU Commander COL Robert I. Hoidahl Jr. “These accomplishments are why the U.S. Army Marksmanship Unit is called the Home of Champions.”

Additionally, the unit has the responsibility to assist the U.S. Army Recruiting Command's requirement for top quality new recruits. The USAMU has been handling this mission for many years, initially as an asset with The Army Involvement in Recruiting.

“One of our most important tasks at the AMU is to assist Army recruiters in attracting great Americans to the service of our country through an Army enlistment,” Hoidahl said. “Our world class soldier-shooters are ready and willing to tell the Army story all over the country. Our soldiers can assist you in making initial contact with the target-age group and can bring a wide range of recruiting tools targeted to your specific needs to help you encourage young Americans into boots.”

“We are here to serve Army recruiters and assist them in making their mission,” said SFC Eric C. Wilbur, USAMU USAREC liaison. “By carefully planning and executing a USAMU assistance event, we can help recruiters expand their market and reinforce the contacts they have already made. Coordination and submitting detailed, timely requests are key to our success in this endeavor. With proper planning and advance scheduling, we can boost the Army image in your community and help you generate contacts and leads.”

USAMU recruiting support usually consists of two to five soldiers who visit high schools, speak to groups and Delayed Entry Program members or present static displays at multime-

dia events, including air shows, county fairs and major sporting events. They also can conduct marksmanship clinics for a variety of programs such as JROTC, ROTC, NCAA competitive shooting teams, Boy Scouts, and law enforcement agencies at all levels. Clinics give the local recruiters a “foot in the door” to schools and markets that may have been



Recruiters attract leads

difficult to penetrate in the past, according to Wilbur.

The Army Shooting Adventure Package is USAMU's premier recruiting tool and is used primarily at multimedia events. Designed to draw public attention, the ASAP is a 28-foot-long, fifth-wheel trailer, pulled by a commercial dual rear-wheel-driven pickup truck, both of which are adorned

with "eye-catching" Army graphics. Although the ASAP showcases the Army's best shooters, members of the general public can also test their own skills by shooting at targets using specially modified air pistols. The ASAP should be booked a year in advance.

"The effect of the ASAP is to have an interactive, safe arcade, which provides an avenue for USAMU shooters and prospects to interact one-on-one in a fun environment," Wilbur said. "Recruiters are encouraged to set up and maintain an information booth with the ASAP. Additionally, autograph sessions can be arranged while local recruiters are busy working the crowd."

The Noptel system is a laser marksmanship training computer, which USAMU soldiers use as a training tool for competition and have incorporated into their school presentations by attaching it to an air pistol or air rifle. According to Wilbur, the system has been very popular at high schools, state fairs and sporting expositions.

The USAMU also has three freestanding static displays, which are similar to those used by the RSB with its Multiple Exhibit Vehicles. The indoor displays are lightweight and portable and can be handcarried to venues in support of recruiting missions. The outdoor display weighs nearly 400 pounds, thus making shipping it to remote locations virtually impossible.

The USAMU competes in more than 200 matches around the world each year. The majority of the competitions are in the spring and summer. Late autumn through winter is the AMU "off season" and is the best time for shooters to support recruiting missions.

Initial planning is done between battalion Advertising and Public Affairs offices and Wilbur. Once the APA develops an itinerary, the local recruiters involved should coordinate directly with USAMU for exact times and locations of critical events and link-up plans. Effectiveness of all recruiting support missions is greatly enhanced when the supported unit and supporting USAMU teams communicate directly, Wilbur advised.

The ASAP van is a national marketing communications asset and is scheduled by the Command Marketing Communications Council. Requests for support should be submitted through the battalion APA who will forward to the brigade when the CMCC submissions are due at HQ USAREC. Each request should include as much information as possible, including the name of the event, dates, local point of contact with address and telephone number, and anticipated event attendance.

Other USAMU recruiting support requests can be made through your recruiting battalion APA and Wilbur at (706) 545-5279 or eric.wilbur2@usarec.army.mil. Requests must be submitted at least 90 days before the start date of the event.

For biographies and photos of the USAMU shooters or more information on the U.S. Army Marksmanship Unit, contact the Public Affairs Office at (706) 545-5436, paula.pagan@usarec.army.mil or www.usarec.army.mil/hqamu. 📧



“The Sarge” helping re

Story by Tom Tiernan, HQS USAREC

Photos courtesy of Leo Welch Color Photography

Standing at the starting line of the May 20 National Hot Rod Association race in Englishtown, N.J., MG John Sylvester, TRADOC Chief of Staff, issued a direct order. “Tony Schumacher, the Sarge, wherever you are, kick butt!”

For more than eight months, Schumacher has been a man on a mission. Behind the wheel of the Army’s top fuel dragster, the 31-year old has set his sights on not only winning another Winston Championship, but also helping recruiters win their race toward mission box.

“I’m proud to be associated with the Army. Everyone wanted the Army as their sponsor, but we wanted it more. And now that we’re a team, I want to do everything I can to help make our team successful not only on the track but also in the recruiting arena,” Schumacher said recently.

“I’m very honored to wear sergeants stripes and to be called ‘The Sarge.’ I know that in the Army the NCOs get the job done. I understand the important role they play. I can’t believe the Sergeant Major of the Army made me an honorary sergeant.”

Those aren’t just words, says COL Kevin T. Kelley, Director of Advertising and Public Affairs, US Army Recruiting Command. “Tony is the hardest working driver in the NHRA. He does more for us than any driver in any racing circuit does for their sponsor. He does school visits on Thursdays, the Youth and Education Services Program on Friday, and a delayed entry

program function on Saturday. In addition to this he does media interviews, visits installations, and special event appearances.”

The Army’s partnership with the NHRA and Schumacher

Racing involves more than just having the Army’s name on a race car, explains MAJ Kate Johnson, Chief of Local Advertising and Promotions. “Having your name on a car does not cause people to join the Army. There’s no call to action, and it doesn’t really tell prospects your story. It just generates awareness. When we went into this program, we wanted something that would help recruiters reach prospects.



A group of spectators look at “The Sarge’s” motor.

“One of the reasons we chose the NHRA was the Youth and Education Services (YES) program that brings high school and college students to the track. This gives us the ability to get our message to prospects in a non-threatening environment. We’ve helped the NHRA to expand the program by including one school visit at each race. That way schools that aren’t able to come to the track can see the car and meet Tony.”

According to Johnson, since the Army’s partnership in the YES program began in February more than 7,500 students have attended either a school or track presentation. This has generated 5,600 leads for recruiters.

The search for prospects does not end on Friday mornings, however. “We developed an interactive area at the racetrack to help us attract young people so that recruiters can make contact,” Johnson explained.

The interactive area includes a rock climbing wall, two kiosks with an interactive race game, and two kiosks with a copy of **goarmy.com**. Additionally there is an exact replica of the dragster on display and a contest to win an autographed crew shirt. More than 21,000



Some youth attending the race at Englishtown, N.J., take a few minutes to look at “The Sarge.”

recruiters win their race



Tony Schumacher talks with a group of youths.

people have visited the interactive area since the beginning of the 2001 season in February, generating more than 3,700 leads.

Johnson points out that in recruiting, like racing, it's what happens with the lead that matters most. Through 10 races, 131 race fans have enlisted as a result of the program.

SGT Samuel Bell, a recruiter in the Jacksonville Battalion, believes the program is good for the recruiting effort. "This is a very exciting program. Tony is cool. He's down to earth. He's a people person. The kids really relate to him. He's the perfect spokesman for the Army. With this program the prospects come to us because of Tony."

"The Sarge" is as excited about the program as the recruiters he supports. "I am so fortunate to have the Army on my team. When you think about it, I have the largest pit crew with over one million soldiers cheering us on. It is awesome," Schumacher exclaims.

"Since we signed up with the Army, I have had an



"The Sarge" at night during the race in Englishtown, N.J.

opportunity to do some really exciting things. I have been to Fort Knox and driven the tank simulators. I have been to Fort Benning and shot all kinds of weapons. I've even had a chance to shoot with (SFC) Todd Graves from the Army Marksmanship Unit who won a bronze medal in the Olympics. I've been to West Point to meet some of the cadets. And at Fort Riley, I got to meet members of their Mounted Color Guard."

Although he has never served in the military, Schumacher says he has always admired soldiers. "We live in a great country because of what soldiers have done for us. They make so many sacrifices. I've always looked up to them. But my respect for them has grown as I have met them at the race track or at the installations I visit.

"I get stopped a lot by people at the track who say they have served in the Army. None of them has ever said they regretted it. All of them say they are really glad they did. It made them a better person."

"Tony really was the key to our whole program, Kelley explains. "We wanted a credible driver who enjoyed interacting with the public. When we began the program last Labor Day, Tony was the defending Winston Champion and a top lead for the 2000 season. He was the first driver to break the 330-mile per hour mark. He and his dad (Don,



Tony Schumacher dressed and ready to race.

a funny car champion in the 1970s) really wanted to represent the Army. Both of them were enthusiastic about the opportunity. Both spoke with great respect and admiration for the Army. And when we saw Tony interact with the fans, we knew we had a winning combination.”

Despite missing three races due to injuries sustained in one of racing’s worst accidents, Schumacher finished second in point standings with a courageous

runner-up finish in the season’s final race.

Through the first eight races of the season, the Army team is currently seventh in the standings. “We’re making progress every week,” says Schumacher. “We’re focused on achieving our mission—a championship and mission box for the Army.”

The Sarges acknowledged Sylvester’s order with a simple, “Hooah, sir!” 📞



Why did the Army chose the National Hot Rod Association (NHRA) over NASCAR? That’s a question asked a lot of USAREC Advertising and Public Affairs and Leo Burnett personnel.

There were several reasons for the selection, according to COL Kevin T. Kelley, Director of Advertising and Public Affairs.

“The Army’s involvement in motorsports required passage of special legislation. The Congress included a requirement that an educational component must be part of the program. The NHRA is the only sanctioning body with its own circuit wide educational program. The Youth and Educational Services (YES) program is approved and run by the NHRA, giving the Army an ability to reach more students than through other venues,” Kelley explained.

The ability to interact with race fans was also key to the Army’s decision. “At other racing events, the fans go to their seats and stay there pretty much for the entire race. At NHRA events, fans leave the stands between runs by their favorite drivers or classes of cars,” Kelley pointed out. “This gives them an opportunity to come down to the pit and watch the team working on the car or to meet Tony. Only selected individuals get to visit the pits or meet the drivers at other racing venues. In the NHRA every ticket is a pit pass. That is why we have the interactive area.”

According to Jim Kenyon, Starcom Sports Marketing, NHRA crowds are generally younger than NASCAR attendees. “NHRA crowds skew closer to the lower end of our target market age, where propensity is strongest.

NASCAR crowds are older and skew toward the upper limits of the market where propensity is at its lowest.

“The reason for this may involve the cost of a NASCAR ticket versus an NHRA ticket. NASCAR is much more expensive. It is unlikely that a 17- or 18-year old can afford \$75 or \$100 to spend to go to a NASCAR event. It is easier for them to afford \$40 or \$50 to attend an NHRA race.”

Cost also played a role in the decision making process. “Getting into NASCAR, even at the low end of the scale with an unproven driver would cost us more than we are paying for the NHRA package,” Kenyon continued.

According to a May 20, 2001, article in the New York Times, the average cost of being the prime sponsor on a top performing NASCAR is \$7-12 million. “All that does is put Army on the hood and rear quarter panel of a car. And while NASCAR is the fastest growing sport in the country and garners huge television ratings, having your name on the car does very little to drive people to recruiters,” Kenyon pointed out. “To properly support the program with a showcar program, driver appearances, and some type of interactive at the track, we would need to spend an additional \$7-12 million bringing the total cost to \$14-24 million.”

The Army has not turned its back on NASCAR, however. “We can and do reach the NASCAR fan by setting up displays at various NASCAR events. Many of our local battalions, such as Atlanta and Beckley, have strong relationships with their local tracks and are able to be a part of NASCAR races in their areas. It is a lot less expensive that way.”

Kelley points out that while the other services are already involved in NASCAR, the Army has an exclusive relationship with NHRA that NASCAR is unwilling to give. “The other services could have a team, but they could not have a recruiting presence on the midway and they can’t be part of the YES program. Even they agree that having your name on a car is not enough to warrant the investment.”

Recruiters join forces with country stars

Story and photos by Lee Elder
Nashville Battalion APA

The U.S. Army stood out in the crowd during this year's Nashville Armed Forces Day ceremony that featured a Vietnam conflict theme and a surprise appearance by a well-known country singer turned television star.

Army recruiters from the Antioch (Tenn.) Station got to meet country singer Billy Ray Cyrus prior to posting the colors before the May 18 ceremony. Army Guard SSG Jody Barnes sang the National Anthem while LTC Kenneth W. Britt, Nashville Army Recruiting Battalion executive officer, was one of the featured speakers for the event.

The event took place at the Bicentennial Mall and featured appearances by each of the branches of service as well as a traveling replica of the Vietnam Wall. However, the headliner was Cyrus, who now stars in the PAX TV series "Doc," a show about a Montana doctor who moves his practice to New York City.

Best known for his 1992 breakout hit, "Achy Breaky Heart," Cyrus performed the title cut from his million-selling first album, "Some Gave All." The song is a ballad about a Vietnam veteran and his reflections on his loss and his legacy while serving his nation.

Prior to performing the song, Cyrus recalled a conversation with his son, who had been studying about the Vietnam conflict in school.

"They didn't talk about Vietnam much when I went to school," Cyrus said. "I'm glad these folks are finally getting some recognition."

Cyrus' appearance was arranged by well-known country disc jockey Carl P. Mayfield. An Army Vietnam veteran himself, Mayfield said that he contacted Cyrus the day before the event while the singer was preparing to come to Nashville for one day before departing on another tour.

Mayfield said Cyrus was eager to attend the event to

honor the armed forces.

The morning drive personality on Music City 103, Mayfield is a long-time fixture on Nashville radio along with characters like "Bubba Skynyrd," "Homeless Jimmy," and

"Rev. Jonah." He was also one of the driving forces behind this year's event, according to Thurman Mullins, who manages the Bicentennial Capitol Mall State Park.

Mayfield was one of the big factors in raising the support needed to bring the wall to the Music City.

"I originally asked Carl if he wanted to sponsor a portion of the costs," Mullins recalled. "He said, 'We want to do it all.'"

"He got on the air and raised all the money needed in a few hours."

The normally outspoken Mayfield appeared to be subdued at the event. He spoke softly and said his work with the military was among the highlights of his career.

"Billy Ray is a very patriotic kid," Mullins said. "He's always been very sincere when it comes to honoring the troops."

The Color Guard members were also surprised by the singing and television star's appearance.

"It was good to see him there," said SFC Gregory Smith, an Army Reserve recruiter who led the Color Guard. "I knew he was a patriotic kind of guy, and we enjoyed meeting him."

Smith said these events are key for recruiters.

"We really like doing things like this because it's what recruiting is all about," Smith said. "It's important that the community sees us out there in the community."

"They need to realize that we're people just like they are except that we're in the Army."



Billy Ray Cyrus performs "Some Gave All," his tribute to Vietnam veterans.

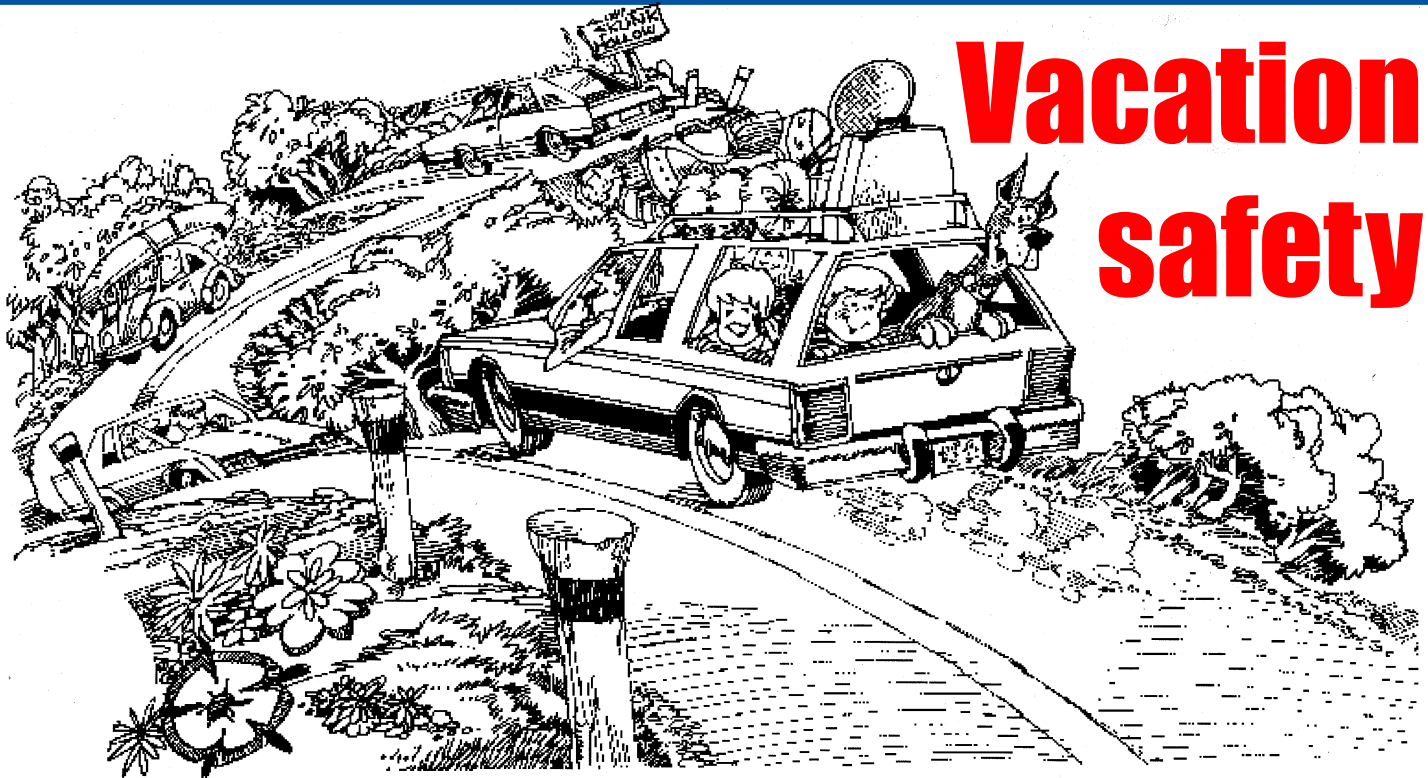


Billy Ray Cyrus shakes hands with LTC Kenneth W. Britt, former Nashville battalion executive officer.



Manning the color guard from the Antioch Recruiting Station are: SFC Gregory Smith, SGT Kurtis Tosten, SGT James Hart, and SSG Joe Dunigan.

Vacation safety



This is the time of year when individuals want time off from work to take their families on vacation. However, more soldiers have been killed in privately owned vehicle accidents than any other type of accidents.

Planning for a trip is not just packing clothes and necessities; it also calls for planning your route, preparing the car, and expecting the unexpected. Planning prevents injuries.

First of all, you should have your vehicle inspected by a certified mechanic to ensure it is in excellent operating condition. Have the following checked:

- **tires (including spare)**
- **brakes**
- **battery**
- **lights**
- **windshield wipers**
- **muffler and exhaust system**

You should also have an emergency kit handy should there be a need. It should include:

- **basic tools**
- **jack**
- **spare fuses**
- **flashlight and flares**
- **first-aid kit**

Fatigue is a major accident cause, and it's deadly. Weekend passes taken to go home or on short vacations can end in tragedy. A driver is vulnerable to the effects of fatigue after driving long distances in heavy traffic.

It is recommended that a 10-minute break be taken after every two hours of travel, thus preventing you from falling asleep at the wheel. Switching drivers before fatigue sets in helps avoid accidents. Opening the car windows or drinking

coffee will not work. You must plan rest stops into long trips. Get a good night's rest, then go on your way. You may not want an accident to happen, but it can if you show any of the following signs of fatigue:

- **headache**
- **loss of appetite**
- **impatience and irritability**
- **inability to make decisions**
- **inability to focus on task at hand**
- **outright physical exhaustion**

Now that you are highway bound, several things to keep in mind:

- **stop frequently for coffee and mild exercise**
- **play radio at intervals to assist in keeping alert**
- **stay in right-hand lane except when passing**
- **adjust speed to road and traffic conditions**
- **always keep your gas tank at least half full**
- **obey all traffic laws; exercise all possible courtesy to other drivers**

Also it is a proven fact, safety belts save lives and protect against major injuries. AR 385-55, para 3-2b, requires soldiers to wear safety belts at all times, on and off Army installations, while driving or riding in a POV. Chances are, the one time you don't buckle up could be the one time you wish you had.

The risk of being hurt while on vacation is extremely high. Vacations are typically short in duration, long in anticipation. Use your time wisely and plan ahead to enjoy a safe, fun-filled vacation.

Remember, you are our greatest asset. 📌

Fold here second and secure with tape

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HEADQUARTERS
U.S. ARMY RECRUITING COMMAND
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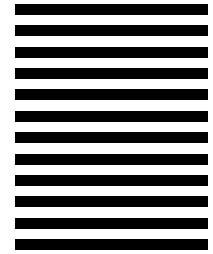


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Fold here first

U.S. Army Recruiting Center One

Story by MAJ “Doc” Bowles
and Elena Baylor-Elks, RRS

Good interpersonal skills are characterized as the ability to establish and maintain mutually satisfying interactions through the exchange of information. People with these skills in your organization are considered socially responsible. In effect, they are cooperative, constructive, and productive contributors to the recruiting process. This is a continuation of last month’s article discussing important interpersonal skills for recruiters to be successful in the field. Previous important interpersonal skills discussed were confidence, rapport, empathy and communication. This month, experienced recruiting personnel discuss their perspectives on the interpersonal skills of stress tolerance, flexibility, attitude and self-awareness.

Effective strategies to cope with stress are vital to both the individual recruiter and the recruiting force in general. In the fast operational tempo of life, one must develop stress tolerance to deal effectively with the pressures of daily existence. Resilience to stress allows one to manage a variety of complex interpersonal situations and use one’s sales aptitude in meeting mission goals. Being able to cope and remain calm despite disquieting influences, situations and events will reduce stress on you and your subordinates. Learning the signs of excessive stress and acting to alleviate it through exercise, relaxation or other techniques will, in many cases, improve one’s performance. “These [issues] must be answered and dealt with before


productive recruiting can continue,” says SFC Nick Harrison, instructor at the RRS. “Having the ability to identify that you are under some type of stress would be a good place to start,” says MSG Jerry Schmaljohann, master trainer at the Seattle Recruiting Battalion. “Once your body hits its tolerance level, it needs to be able to recover/refresh itself . . . Stress resilience is the process of recovering from stress while still under pressure to perform.”

One source of stress is the inevitable changes that occur on a daily basis. The ability to respond to daily change and make modifications to situations requires flexibility. “Today’s recruiter needs to be flexible, because all applicants are different and cannot be treated the same,” advises SFC Michael Smith, RRS instructor and former station commander at Orange Park, Fla. “You have to be adaptable to different situations that may come up with each applicant.” In everyday living, one must be able to accommodate others while still completing the mission with integrity. This ability keeps one’s mind open for new information and new ways to conduct business.

“I believe attitude is everything in recruiting,” says SFC Robert Proctor, RRS instructor. “The bottom line [is] you have to have a good recruiting attitude.” The way one looks at the world is important. The way you position your body or carry yourself demonstrates your attitude. One’s outlook or attitude in life develops how others perceive and experience you. Your outlook can create your likability factor in the

world. It has often been said, “your attitude is contagious.”

Self-awareness is the key factor in all these issues. RRS CSM Harold Blount sees self-awareness as being “in tune with his/her individuality, personality and external environment. Individuals [who] possess a keen sense of self-awareness and conceptual skills intuitively understand how internal and external stimuli affect them physically, mentally, and emotionally. This individual tends to be an exceptional problem solver with an uncanny ability to adapt to varying situations, thus enhancing performance toward becoming a high producer.” A keen perception of oneself translates into an enhanced ability to be situationally aware of both oneself and one’s environment. This mental alertness and awareness stresses both knowledge and the ability to take action. If one tends to ignore the body’s warning signals, or if one shrugs off others’ observations of one’s stress level, built up stress can have a negative impact in your interpersonal relationships.

Self-awareness is critical to your flexibility, personal development, and understanding of others. Personal development and lifestyle change is a formidable but necessary task to self-improve on our traits that are underdeveloped. Having the awareness to be proactive with a positive attitude is infectious and a great means to reduce stress for you and others around you. Center One is available to assist in interpersonal skills development and stress management training. 

Mentors - not just for kids in school

By Victoria Sorenson, RO Directorate

What is this thing called a “mentor?” We all have heard the term, but do we really know what it means? Webster’s definition for a mentor is “a person looked upon for wise advice and guidance.” Mentors have always been around. They are someone who helps to bring someone on board and teach him or her the business and guide them through the steps to being a great recruiter.

We have all been there — the new person, the person who feels they don’t belong. In recruiting it is more evident than probably anywhere else in the military. There you are — the fish out of water — the *rookie*.

You’ve been to RRS and learned all the basics, but you still don’t know the business. You think you have all the tools to do the job but you’re not sure you understand what it takes to be a good recruiter.

When you arrive at your final destination, you have a station commander and fellow recruiters who you are going to work with every day. You have a million and one questions racing through your mind. Can I do this? Will I be as good as they are? Will I be able to sell the Army to these young men and women? You realize that you can’t answer all the questions, and you get a little fearful of your ability to complete the task at hand. As you are standing there listening to your heart pound and your palms sweat you realize that you are going to need some help. Then when you least expect it — here is the answer. There is this person, someone to show you the ropes and give you the street smarts and on-the-job training the school couldn’t teach you.

This person starts talking to you, and you find yourself hanging on every word and trying to do the things that they do. You listen and watch this person during sales presentations, house calls, and office interviews. They ask you to go with them to get a parental consent, take an applicant to MEPS, and walk the new soldier through their first orientation. You find yourself in this person’s world and don’t even realize what is happening to you. Who is this person? What are they doing, and why are they doing it? Then it dawns on you — this is your Mentor!

Mentors come in all types, and all have something to offer. Some are young and some are old. Some have been in the business for six months and some for six years. You may think, “What can that person show me, they have only been here for six months!” What about the person who is always quiet and stays to him or herself? What can they offer me? You may not see their qualities at first, but there is something they can teach you. These are people who are willing to help you make it through the good and bad times of the job. They are there when you need them, giving you the confidence and guidance every step of the way so that you can accomplish anything. They understand because they have been where you are and know the ups and downs. They are your right hand when you run into situations that you have never run into before.

Good mentors are always there for you. They will teach you things that will make you successful and want to strive for more. They are guides to help you through, to ensure that you will be as successful if not more successful than they are. Remember that they have a wealth of experience and knowledge and are more than willing to share it with you as long as you are willing to sit and listen. Not



everyone is willing to openly share his or her knowledge, but if you just sit and watch, you will learn something.

As your time in recruiting grows, you will find that you are developing your own wealth of knowledge. You will find that you are now one of the best in your station and have a lot of people to thank. You may think that you can do it all on your own now since you have been there for a while. Remember that mentors are life long teachers who sometimes turn into life long friends. They will continue to teach you things when you least expect it and will be there to get you through the tough times.

As you watch your mentors come and go over your time in recruiting, ask yourself “What is the best way to show them that you appreciate their time and effort? What kind of compliment can you give the people who mentored you?” Then it dawns on you — become a mentor yourself. Don’t be afraid to share your knowledge with the new recruiter when they show up to the office or share it with everyone on Recruiting Central for all to see. Be as willing to share your time and knowledge with them and give them the help they need. You will find that not only are you helping them but also you feel good about yourself. Remember — everyone has something to give! 📢

Market Research Highlight

- The College Market -

By MAJ Veronica Zsido

Market Research Team, USAREC PAE

In the June issue of the Recruiter Journal, we highlighted the Hispanic market from a demographic, production, and advertising perspective. This month's article will address college market share and college production trends among the services, provide a quick snapshot of where the Command stands in terms of its increased efforts to penetrate the college market and meet the accession goal, and present a brief overview of Army's college contract demographics.

In terms of market share, the Army has established a strong foothold in the college market. Year-to-date, through May 22, in FY 01, the Army has contracted 62.3% of the college level applicants within the DoD pool (see pie chart below). This certainly indicates strong market share, but the Army's college market share is down 3.1% from FY 00 (65.4%). However, our share loss is not the result of decreased college

production. The included *College Level Contract Production* trend chart clearly depicts the Army's increased accomplishments within the college market over the past seven fiscal years — but it also highlights the increasing competition that we face from the Air Force and Navy.

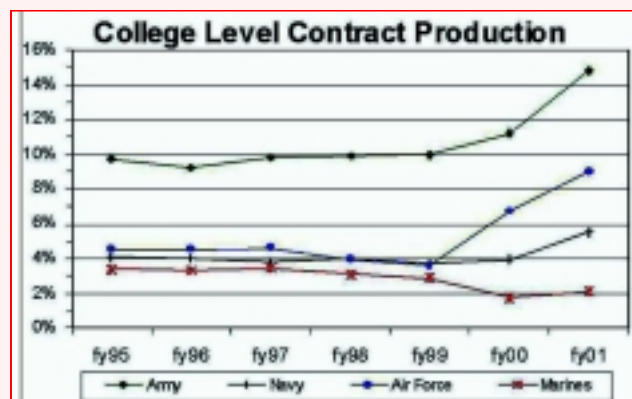
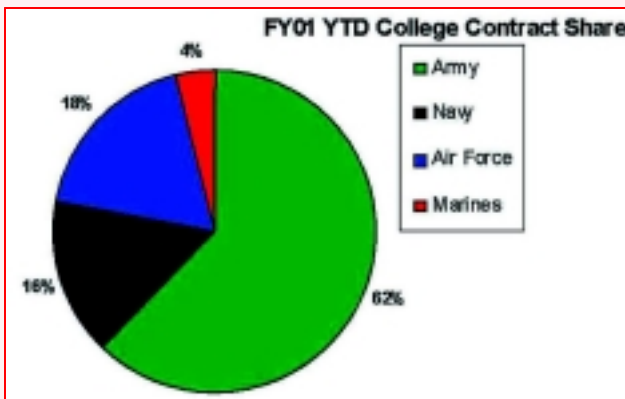
The Command has achieved 5,839 college FY 01 accessions thru May 22, which represents 113% of last year's college accessions (same time frame). As the Command strives towards making its 12,000 college-level accession goal, four of our five brigades have increased their college accessions YTD over FY 00 (same time frame), with YTD average increases ranging between 109% and 124%. To make our goal, we need to continue to target and increase our penetration of the college market. Given the increasing presence of the Air Force and Navy within this lucrative market, we cannot afford to lose recruiting momentum.

The college market accounts for 14.6% of our FY 01 YTD contracts and is divided into two sub-segments:

degree-holders (3.6%) and those individuals who have "some" level of college less than degree-level (11%). For a comparison of the total FY 01 contract demographics to some-college contracts to college-degree contracts, review the included data table. Topline observations are that I-III A representation increases as education levels increase, female representation is essentially equal among the two college sub-segments and higher than total production demographics, and there is a stronger Hispanic representation among the some-college contracts.

For a battalion level college accessions report, go to the PAE Intranet site, open the Battalion Market Analysis folder on the left side of the site, then open the Production Folder, then select "Some College Report" and enter starting and ending accession dates of interest. This report is entitled "some" college, but will capture all college level accessions for the battalion.

As always, feedback on these articles is welcome and can be directed to the Market Research Team, PAE. 📌



	Total FY01	Some College	College Degree
Caucasian	62%	58%	62%
African American	23%	25%	22%
Hispanic	10%	12%	9%
Other	5%	5%	7%
I-III A	64%	77%	89%
IIIB	33%	22%	10%
Female	21%	28%	28%

Recruiters of the year receive Secretary of Army award



SFC Michael S. Luff, station commander, Lakeworth, Fla., is presented the Secretary of the Army Award as Army Recruiter of the Year during a Pentagon ceremony. Recruiters and career counselors representing the Active Army, U.S. Army Reserve, and Army National Guard were honored in the ceremony. Joseph W. Westphal, then Acting Secretary of the Army, presented the award to soldiers who had competed for the nomination through several levels of selection boards. Luff qualified 32 applicants for enlistment in fiscal year 2000. He entered the Army in 1984 and served in the medical field until 1998. (U.S. Army photo.) 📌



SFC Michael R. O'Brien, U.S. Army Reserve Recruiter of the Year, is presented the Secretary of the Army Award as the U.S. Army Reserve Recruiter of the Year. His father, CSM (Ret.) William P. O'Brien, (right) attended the Pentagon ceremony honoring recruiters and career counselors of the year. O'Brien is a Reserve recruiter at the Copperas Cove, Texas, recruiting station, where he has served for more than three years. He entered the Army in 1987 and was trained as a military police officer. He completed the recruiter course in 1997. (U.S. Army photo.) 📌

“Pearl Harbor” premiers in Hawaii



“Pearl Harbor” had its world premier in Hawaii on May 21, 2001. The following Friday, the movie officially opened to the public at numerous Hawaii theaters. Recruiters from the Kapiolani station in Honolulu represented the Army at the event, accompanying a display of vintage World War I and II vehicles provided by the Hawaii Chapter of the Military Vehicle Preservation Association (MVPA). Kapiolani Reserve recruiter SFC Glenn A. Powell (in dress blue uniform) and MVPA members dressed in WWI and II period uniforms, greet movie-goers in front of the newly opened Ward 16 Theaters in Honolulu. (U.S. Army Photo Montage by Ray Graham, Honolulu Recruiting Company APA) 📌

Corporal recruiter excels in Hawaii

Story & photo by Ray Graham
Honolulu Company APA

The Army is 60 soldiers richer thanks to the hard work of CPL Earl Britos. Britos, who is originally from Hawaii, joined the Army in April of 1997 as a multi-channel transmission systems operator, 31R. He was selected to come to Hawaii in August of 1999 to “connect with America’s youth” under the Recruiting Command’s Corporal Recruiting Program. He has done just that, “connecting” to enlist 60 young people in just the short year and a half he’s been stationed at the Kaneohe Recruiting Station on the windward side of the Island of Oahu.

Along the way, he has earned his gold badge and all the sapphires, and has definitely made a name for himself within the Portland Recruiting Battalion. He was selected as recruiter of the month in the 6th Recruiting Brigade for November of 2000.

Britos is considered one of the most successful of the new Corporal Recruiters in USAREC. He attributes his success to doing just what he was asked to do — connecting with the young people of Hawaii.

“CPL Britos has been truly outstanding and has played a large role in the success of the Honolulu Recruiting Company,” said Company Commander MAJ Michael J. Moroney. 📌



Kaneohe, Hawaii, recruiter CPL Earl Britos has excelled during his tour as a Corporal recruiter by enlisting more than 60 soldiers.

Recruiter skis to get leads

By Janet Heyl
Pittsburgh Battalion APA

When CPT Jay Jacobs, Indiana recruiting company commander, and SSG Rodney Holbert, Uniontown Recruiting Station, first proposed skiing at local resorts as a way to recruit young adults, their fellow soldiers probably thought it was a ski lover’s dream come true.

But Jacobs, an avid skier, instructor, and competitive racer for more than 25 years, saw (Army) gold on the mountains of Pennsylvania.

“When I started skiing this year, I noticed that a lot of skiers were in our target age group,” Jacobs explained. “During the winter months, it’s hard for us to do P-3 (face-to-face) prospecting because most people aren’t out and about.”

Instead of going to the local store and meeting only three or four qualified applicants, Jacobs and Holbert opted to take a different route and try to recruit on the slopes.

Holbert approached three local ski resorts to discuss obtaining display space during high school and college ski nights. According to Jacobs, the recruiting was all down hill after that.

“The resorts were very receptive to the Army setting up information tables. Plus, Holbert and SGT Frank Stiglich,

Somerset Recruiting Station, did an excellent job coordinating and executing the recruiting events,” added Jacobs.

In addition to staffing static displays, some recruiters also skied, enabling them to interact with potential enlistees in lift lines and while riding the ski lifts.

“The soldiers who are out there skiing wear an Army sweatshirt or Army PT windbreaker,” he said. “The soldiers at the table are in uniform.”

Jacobs noted that when skiers take a break they usually visit the table display, which is tailored to their interests.

“Our displays focus on travel and adventure because that’s what the youth who ski are most interested in” he stated.

While no formal marketing research may exist to back up this claim, Jacobs admitted he joined the Army for those very reasons.

“When I was 23, I was working at a ski and tennis shop that went out of business, and I didn’t know what to do,” he recalled. “I saw an ad in the newspaper that said the Army offered college money and the opportunity to travel. I joined (the Army) because I had always wanted to ski in Europe.”

Jacobs got his wish when he found himself stationed in Europe during his first tour of duty. He finally was able to traverse the mountains of Austria, Switzerland, and Germany. 📌

Duke educator assists Durham recruiters

Story and photo by Dianna Phillips
Raleigh Battalion APA

Dr. Caroline Lattimore is accustomed to working with the Secretary of Defense and top military leaders, but she's not above helping local recruiters put troops in boots.

Lattimore, a dean of education at Duke University in Durham, N.C., is also a member of DACOWITS (Defense Advisory Committee on Women in the Services). As such, she is often called upon for advice and input on issues that affect all the armed services.

Lattimore took the time from her busy schedule to accompany Durham Recruiting Station recruiters to a job fair at the Durham Civic Center March 12. After spending the day aggressively pursuing applicants as they wandered through the exhibits, she was rated by the recruiters as a "Highly Successful Recruiter."

"Are you looking for a job with a challenge, a hands-on job training program, and money for college?" Lattimore would ask as she walked among the crowd. "Let me introduce you to someone who can help you." She would then call the recruiter over to talk to the individual.

"I enjoy this type of work," Lattimore said. "I love people and talking to these young people about career choices and life-changing decisions makes me feel good. I am glad you asked me to help out. Anytime you have something like this or want me to speak at any of your functions, just call me."

Lattimore was appointed to her position with DACOWITS by former President Bill Clinton. She serves as the North Carolina representative and supports all branches of the service. She visits each branch regularly.

With Lattimore's help, Durham recruiters reported 46 leads, 15 appointments, and one contract to date.

Lattimore has offered to help out whenever and wherever she is needed. Based on her actions at the job fair, that help should prove extremely valuable. 📌



Dr. Caroline Lattimore discusses Army benefits with a prospect at the Triangle Job Fair in Durham as Durham recruiter SSG Randall Armstrong prepares leads cards.

"Wanna play some catch?"

Story and photo by Mike Murk
Syracuse Battalion APA

Taking advantage of a rain delay, Syracuse Sky Chiefs catcher, Izzy Molina, invites SSG Grant Byerly, U.S. Army recruiter from the Mattydale, N.Y., recruiting station, to join him for some warm-up practice prior to the home game at P&C Stadium.

Byerly and other area recruiters participated in the pre-game ceremonies making up the Sky Chiefs' Armed Forces Celebration. Byerly was dressed in BDUs and camouflage as part of a demonstration team that performed a mock assault to "secure" the pitchers mound so that the game's ceremonial first pitch could be thrown out.

The Syracuse Sky Chiefs, the Triple-A affiliate of the Toronto Blue Jays, play in the International League. The Armed Forces Celebration at the stadium saw the Sky Chiefs shut out the Richmond Braves 8-0. 📌



SSG Grant Byerly helps Sky Chiefs catcher, Izzy Molina, (#35) warm up prior to the start of the team's Armed Forces Celebration.

Kansas City Battalion garners international exposure



*Story and photos by Galen R. Putnam
Kansas City Battalion APA*

Kansas City Battalion recruiters were in the international spotlight twice in April providing color guard details for the Kansas City Royals versus the Toronto Blue Jays baseball game April 20, and for the U.S. Men's National Soccer Team World Cup qualifying match against Costa Rica April 25.

While the Royals color guard was fairly routine, the World Cup qualifying match was anything but. The frenzied crowd, the largest to ever witness a soccer match in Kansas City, thundered their approval as the details, carrying both the United States and Costa Rican flags, led the players onto the field.

"It was an awesome experience. It was a real adrenaline rush leading the teams out onto the field as the fans chanted 'USA, USA, USA,'" said SSG Alfonso Nelson, Westport, Mo., recruiting station. "We got a great response from the crowd. It was a real honor to represent both countries."

Not only did the event have an impression on the color guard participants, they made an impression on the spectators as well.

"We actually had a young man come down to the office who said he wanted to join after seeing us at the game," Nelson said. "That in itself made the evening worthwhile."

The USA won the game 1-0 improving its record in the current qualification round to 3-0. The victory practically ensures the United States will advance to next year's World Cup Finals to be held in South Korea and Japan. 📌



SSG Daniel Brewer, Westport Recruiting Station carries the Costa Rican national colors as SGT George Ramsey III, Grandview, Mo., Recruiting Station presents arms.



Amid the frenzy, recruiters from the Kansas City Recruiting Battalion lead the American and Costa Rican men's national soccer teams onto the field for their World Cup qualifying match April 25 at Arrowhead Stadium in Kansas City.



United States Men's National Team members pose for a team photo prior to playing Costa Rica at Arrowhead Stadium April 25. The United States won the match 1-0.



SSG Alfonso Nelson, with the United States flag, and SSG Charles Armstead, stand by as the Costa Rican national anthem plays. Both are from the Westport Recruiting Station in Kansas City, Mo.

"Hey! Can you do me up, too?"

Story and photo by Mike Murk, Syracuse Battalion APA

Syracuse Sky Chiefs Pitcher Scott Eyre got the camouflage make-up treatment from Army recruiter SFC Tony Pignato, station commander for the Mattydale, N.Y., Army recruiting station. Pignato, along with Mattydale recruiters, SSGs Grant Byerly and Joseph Baker, joined representatives of the other services for the Armed Forces Celebration at Syracuse's P&C Stadium. Their portion of the day's festivities called for them to "secure" the pitchers mound in a mock assault so that the game's ceremonial first pitch could be thrown out.

The Syracuse Sky Chiefs, the Triple-A affiliate of the Toronto Blue Jays, play in the International League. The Armed Forces Celebration at the stadium saw the Sky Chiefs shut out the Richmond Braves 8-0. 📌



Left to right: SSG Joseph Baker, SFC Tony Pignato applies camouflage make up to Sky Chiefs pitcher Scott Eyre, and SSG Grant Byerly .

Recruiters, TACOM give enlistees glimpse of Army life

Story by Rae Higgins, TACOM PA
Photos by Kerry Larsen, Great Lakes Battalion APA

Hundreds of young adults from every nook and cranny of Michigan converged on the U.S. Army Tank Automotive and Armaments Command April 21 to get a first-hand look at what life is like inside Uncle Sam's "Big Green Machine." TACOM joined forces with the Great Lakes Army Recruiting Battalion to host the one-day event, which allowed the young adults to interface with soldiers and check out Army facilities and equipment.

According to Kerry Larsen, a Great Lakes Recruiting Battalion public affairs specialist, the event was designed to familiarize members of the Army's Delayed Entry Program, as well as their parents and peers, with military service.

This is the second time in as many years TACOM has teamed with the battalion to acquaint recruits with the Army. TACOM has also supported battalion recruiting and retention efforts by providing vehicle displays, assisting with air shows and other recruiting events, as well as attending the battalion's annual training session.

The Army's DEP enables young people to join the Army immediately, allowing enlistees to lock in guaranteed skill training and benefits, while delaying entry and basic training for up to 365 days.

"Since there are so few Army installations in the state of Michigan, all many people know about the Army is what they have seen on television or in the movies," said Larsen. "Bringing them to a place like TACOM is great, so they can learn more about the Army and its equipment."

As such, he said the recruiting battalion typically holds several DEP

events each year statewide to keep recruits interested and "stoked" about entering the service.

Approximately 350 students, family members and friends attended the event, and another 100 recruiters accompanied them April 21. By visiting an actual Army installation like TACOM-Warren, the "DEPs" got a brief glimpse of what soldiers are like, what they do, and some of the equipment they use.

LTC Gary D. Pease, the battalion's



TA SmartTruck prototype at TACOM was one of the many vehicles and equipment DEP members got a chance to look at during the TACOM MEGA DEP Function held April 21. The SmartTruck features some "James Bond-like" capabilities. It can disorient the enemy with its headlights; fend off attackers with electrified door handles; and emit smoke screens to obscure a pursuer's line of vision, to name but a few.

commander, kicked off the day by welcoming the standing-room only crowd to TACOM. "My name is Pease. I am a soldier," he said. "... We are here today to learn about being better soldiers and becoming better soldiers."

After rolling the new "An Army of One" recruiting commercial, Pease pointed out the spot's central message: "Who I have become is better than who I was." The recruiters' job, he explained, is to provide opportunities for "high-

quality young men and women who have enlisted in the U.S. Army and Army Reserve. That's what we do."

Pease said everyone joins the Army for different reasons, and many opportunities exist for soldiers, which he summed up in the acronym, TEAMS:

T= training, E= education, A= adventure, M= money, and S= service.

"Service is the main reason – pride in serving your country," he said. "America is a great country and ... it is because of

soldiers who went before you and soldiers sitting out here in the audience just like you."

Recruits today have dozens of job opportunities to consider. In fact, according to **goarmy.com**, an enlistee can select from 212 military occupational specialties. Additionally, to heighten competition with private industry for the nation's best and brightest students, the Army beefed up education incentives, where recruits receive cash bonuses. These can be combined with both the Montgomery GI Bill and the Army College Fund.

Depending on a troop's career track and length of enlistment, he or she could earn up to \$20,000 for simply enlisting, and up to \$50,000 for college, or up to \$65,000 in education loan repayments.

Pease told the DEPs they wouldn't regret joining the Army. "You have started on a journey which is just incredible," he said. "You will never regret it. The best decision you ever made was raising your hands and saying you'd support and defend the Constitution of the United States."

TACOM CSM Herbert Nicholson also spoke to the students and their families. "This command (TACOM) is basically about ground mobility and firepower for America's Army – and that's you guys out there," he explained.



A DEP soldier checks out an Abrams Tank during the TACOM MEGA DEP Function.

He encouraged everyone to chat with the soldiers on hand to learn more about “their take on the Army since they’ve been in.”

Nicholson described some of the equipment TACOM displayed for everyone to see and aired the TACOM capabilities “music video.” The attendees then broke into their respective recruiting companies and headed for the building 200 shop area, where they checked out vehicle displays. There, they encountered — for most, possibly for the very first time — a tank, a Bradley, an armored personnel carrier, trucks, some concept vehicles, and other Army equipment. Most DEPs even tested their physical skill by scaling a 24-foot rock-climbing wall.

Several of TACOM-Warren’s active duty soldiers and civilian subject matter experts explained TACOM’s equipment management role, answered questions, talked about the vehicles, and discussed their respective Army experiences.



DEP attendees visit with SSG Albert Rhoads for the TACOM MEGA DEP. Rhoads is a drill sergeant with the 84th Division, 3/339th Infantry Unit out of Fraser, Mich.

The recruiting battalion also arranged for some drill sergeants to attend the event to help dispel any of the recruits’ or parents’ preconceived concerns.

After lunch, the Centerline High School Junior Army ROTC cadet drill team wowed the audience with an exceptional performance. The crowd gave the team a standing ovation and appreciative “HOOAHs” could be heard throughout the building as the cadets exited the stage.

MG John S. Caldwell Jr.,

TACOM’s commanding general, then took the podium to address the attendees. He recounted the story of how and why he decided to enter the Army when he was about the DEPs’ age.

“You live in a wonderful country, and you’re getting ready to join a wonderful organization that will make a difference in the world tomorrow, just as it has made a difference in the 38 years since I got out of high school,” MG Caldwell said.

The general told parents in the audience that the military’s leadership clearly understands its most precious resource is its troops. “At the heart of our business is our culture ... and we train, we invest, and we develop our leaders and soldiers for that purpose as we do what the nation asks.”

After explaining how TACOM is dedicated to putting the best equipment in the hands of “our soldiers,” the general encouraged the youngsters to set their sights on rising through the ranks, achieving great things, and becoming outstanding leaders. “You will be better citizens ... after you join the Army – better leaders,” he said.

MG Caldwell concluded his remarks by explaining the Army is a values-based organization, which can be summed up by the acronym, LDRSHIP. Every soldier embodies the characteristics of Loyalty, Duty, Respect, Selfless service, Honor, Integrity, and Personal courage.



LTC Gary D. Pease and a DEP soldier climb the rock wall at TACOM.

“You should be proud to be a part of that kind of organization, and we’re proud to have you join us very soon,” MG Caldwell said.

The day was capped off with a ceremony, where MG Caldwell promoted nearly 80 DEPs for accelerating their path to becoming a soldier. “Everybody leaves here today better prepared to be a soldier than when they got here,” Pease said. “That’s the important thing.”

Scott Shoemaker of Ann Arbor visited TACOM for a closer look inside the Army. The 20-year-old said he was off to Fort Benning, Ga., for basic training. “I am excited because I want to get my life on track,” Shoemaker said. He said the Army was appealing to him because he “could set a course to start his life with.”

Shoemaker’s parents, Dan and Tamara, fully support his decision to enlist. “We are overjoyed – very excited for him. This is the best decision he ever made,” his mother said.

His father said he was happy this was “an opportunity for him to get involved with something bigger than him.” Tamara added her son is “up to the challenge because he has a lot of talents, physically and intellectually, so I have no doubt he will be able to do it.”

Shoemaker said after basic training, he’s slated to attend the Basic Airborne Course or Jump School. Beyond that, he said he hopes to get stationed at Fort Bragg, N.C., and aspires to become a Ranger or to join the Special Forces.



High School News Service passes the word about military jobs

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

With a staff of four service members, the DoD High School News Service manages to reach students in 98 percent of the high schools and colleges in the country to let them know about the varied opportunities in the U.S. military.

The organization publishes the monthly magazine "Profile" which focuses on young troops from each service doing a variety of military jobs.

"We try hard to give an objective view of all the services, including the Coast Guard," Profile editor Army SGT Ramona Joyce said. "We want to give an objective picture of what people could do in each service."

Air Force MSG Scott Clough, managing editor of Profile, said the magazine is unique as a recruiting tool because the staff doesn't necessarily work to sell the military, just to give an accurate picture.

"We try to tell it like it is so kids can get a real view of what it's like in the military," he said.

Although a joint organization, the High School News Service falls under the Navy's Chief of Information and is located at Naval Station, Norfolk, Va.

Each month during the school year, 31,000 copies are distributed to high schools and colleges in the United States and to DoD schools overseas. Recruiters seem to appreciate the extra help, Clough said.

"Recruiters love it because there's no other source of info like this available to them that shows all five services together," he said.

He also said the staff receives plenty of positive feedback from students who see the publication. "Most of the time they want more information on a particular job or career field, and we refer them to a recruiter," Clough said.

Sometimes the magazine features new and exciting equipment as well. Joyce described a recent article on the Navy LCAC, Landing Craft, Air Cushion, that is used for amphibious assaults.

"You've got 22- and 23-year-olds running this thing," she said. "That's going to appeal to some kids who are still in high school trying to figure out what to do when they graduate."

The magazine also recently became a full-color publication to be more appealing, and the staff hopes to focus more on quality-of-life issues when school starts again in the fall.

Since its inception at the end of World War II, the magazine's mission has evolved. "Because of the draft, the purpose was to let folks back home know what life was like in the military. The mission shifted when we went to an all-volunteer force," Clough said. 📣

LES to show PERSTEMPO counter

**By Joe Burlas
Army News Service**

Keeping track of how often you are away from home for Army business just got a little easier, if you are a soldier.

Effective with June's end-of-month Leave and Earnings Statement, soldiers will start

seeing a personnel tempo counter in the remarks section.

Mandated by Congress in the FY 2000 Defense Authorization Act, all services began tracking individual deployments last October. Service members will be entitled to \$100 per day for every day deployed 401 days or more in a rolling 730-day window. The policy applies to active and reserve components.

The payment is not intended to provide an additional financial entitlement or incentive for deployment, according to CPT Danita Bertone, the Army's PERSTEMPO staff officer with the Office of the Deputy Chief of Staff for Personnel.

"The intent of the Personnel Tempo policy is to force commanders at all levels to better manage soldiers' time away from home due to Army requirements," Bertone said. "Frequent soldier deployment has an impact on soldiers' and their family members' quality of life. The Army has implemented a web-based application to facilitate this intensive tracking requirement in the field and to provide leaders a tool to better manage soldier deployment."

The congressional definition of a deployed day is "Any day which, pursuant to orders, the member is performing service in a training exercise, operation or performing mission-support temporary duty at a location or under circumstances that make it impossible or infeasible for the member to spend off-duty time in the housing in which the member resides when on garrison duty at the member's permanent duty station..."

What counts as

deployment days are overnight events, such as support operations, exercises, on- and off-post unit training, and mission-support temporary duty.

What does not count on the PERSTEMPO clock is disciplinary confinement, absence without leave, school training, and leave in conjunction with a deployment event.

Some LESs may not accurately reflect a soldier's current deployment count. The two most likely reasons for a discrepancy, Bertone said, are the unit has not entered deployment events in the PERSTEMPO web application, or the soldier is including deployment events that occurred after the "as of date" of the LES counter. Deployment time prior to Oct. 1 does not count.

Soldiers who believe their LES PERSTEMPO count is incorrect should contact their unit commander to review the deployment events they have participated in since Oct. 1. Commanders will investigate and ensure any needed corrections are made to the web application individual deployment history, Bertone said.

For more information, visit the PERSTEMPO web site, www-perscom.army.mil/perstempo. 📣

TRICARE works hard to beef up customer service

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

In December 1999, TRICARE was facing 30,535 claims still unpaid after 60 days. By March 2001, the grand total rode at four — a 99.99 percent drop.

"Our feedback from senior line and enlisted leadership is

that the field is reporting far, far fewer problems with TRICARE,” said Air Force COL Frank Cumberland. “Military community town hall meetings used to be all about TRICARE, but now people are more concerned with other quality of life issues. TRICARE is seen as a program that people like — especially as they have more experience using it.”

Cumberland is director of communications and customer service for the TRICARE Management Activity here. He said improvements in claims processing is just one example of TRICARE’s commitment to customer service.

“We try to benchmark what we’re doing on the customer service side with what’s going on in industry,” Cumberland said. Compared with civilian health maintenance organization statistics, TRICARE fares well.

The American Medical Association News reported in the Nov. 6, 2000, issue that “38 percent of physician practices reported that it takes, on average, more than 45 days to receive payment” on a claim. The same publication had reported in March 2000 that uncontested claims took insurers an average of 69 days to pay.


TRICARE’s average turnaround now is 12 days, Cumberland said.

The kick-off of the TRICARE Senior Pharmacy Program April 1 was “maybe the biggest test ever from a customer-service standpoint,” he said. The program added 1.5 million new beneficiaries to the TRICARE system overnight and, by all accounts, went off without a hitch.

The start of the new program was also a huge

communications success, Cumberland said. “The communications staff had to work hard ahead of time so people knew what to do on the day the program began,” he said.

Officials hope recent improvements to the TRICARE benefit, such as TRICARE for Life, the Senior Pharmacy Program, TRICARE Prime Remote for Family Members, and elimination of co-payments for active-duty family members, will have a positive impact on retention as well.

“As individuals sit around the kitchen table and debate the pros and cons of going or staying in the military, we want them to factor TRICARE in,” Cumberland said. “The changes that have happened in the past year are as significant a benefit enhancement as anything I have ever seen in the military.” 

Request and Authorization for TDY Travel of DOD Personnel


**By Theresa Finerson
USAREC RM
AMSC Member**

DD Form 1610 (TDY Orders) has been revised. The current version is dated January 2001. Effectively immediately this version should be used exclusively. It is not necessary to change orders already completed using older versions of the 1610; DNO Indianapolis will recognize these orders and travelers will be reimbursed.

The new format includes a block for social security numbers as well as local transportation options of “rental car”, “taxi”, and “other” have been added. Additionally, the “remarks” block is larger allowing more room to specify entitlements.

Travelers can find the newest version of the 1610 in USAREC’s Jetform Formflow, the US Army Publishing Agency site at www.usapa.army.mil, and the RM homepage under “What’s New.”

Even though the form is new, business practices remain the same. You must submit a travel settlement voucher within five days upon completion of TDY. The Commanding General’s policy number C-4 mandates that all USAREC personnel will use split disbursement, and it is each individual’s responsibility to pay off their government travel card in full each month.

Travel Card News: All PCS personnel need to provide the local Agency Program Coordinator a copy of their orders during in- and out-processing. This ensures accurate placement of individuals within the travel card program hierarchy. Following these guidelines will ensure the travel process is a smooth one. 

Secretary White speaks to NCOs

**By Phil Tegtmeier
Army News Service**

He promised service to soldiers 16 hours a day, seven days a week.

Secretary of the Army Thomas E. White addressed the graduates of the U.S. Army Sergeants Major Academy Class 51 in El Paso, Texas, May 30, and made two promises to soldiers.

“Every day, I will do my level best to do things that are good for soldiers and their families,” he said during his 10-minute remarks.

“Second, I will work hard to make the Army Vision become a reality.”

In his first opportunity to

address soldiers, White told Sergeants Major Academy graduates that he is committed to the Army’s Transformation. He said the current Transformation will be just as sweeping as the changes that took place to raise the Army from an “abysmal” readiness state after Vietnam to the world-class machine that gave Saddam Hussein his hardest lesson in Desert Storm.


“You know, it was about that time when the Army, for the first time in its history, realized that some of its soldiers were actually married,” Secretary White said jokingly. Then switching to a serious tone, he noted that he agreed strongly with the notion that, “We recruit soldiers; we retain families.” The secretary then promised to take action on that premise during his tenure by improving schools, community infrastructure, and family housing.

A retired brigadier general and former “cavalry trooper,” White reminded the audience that he was a kindred spirit to the concerns of soldiers and their families.

“I raised my children in DoDDs schools, I’ve been moved around and sent on deployments,” he emphasized. “Being in the Army has got to be fun. You need to get a sense of fulfillment from what you do and enjoy it everyday.”

Then his, “Heaven knows, we’re not in it for the pay,” brought down the house.

During his remarks, the new secretary made many new friends, especially when he addressed the critical NCO/officer relationship.

“I have some pretty strong feelings about what leadership entails,” he said. “I’m not going to bore you with the details here, but believe me—you’ll like them.” 

Gold Badges

RSM May 2001

ALBANY

SFC Kimberlyn Gross
SFC Charles Jackson
SFC Stanley Price

BALTIMORE

SSG Rory Springs
SSG Stanley Fogg
SFC Keith Merle

SFC Jon Trice

SSG Linwood Smith

SGT Tracy Yarbrough

SFC James Lockett

SSG Deval Hodge

SFC Michael Turner

BECKLEY

SSG Zack McClendon

SSG Maurice Frink

SSG Thomas King

SGT Adam Ferrell

CHICAGO

SFC Mark Ankenbrandt

SGT Lavanous Kirkwood

SSG John Coughlin

CLEVELAND

SSG Andrew Sanders

SSG Layne Deondre

COLUMBIA

SFC David Chamberlain

SGT Richard Benson

SFC Antionette Brunson

COLUMBUS

SSG Terry Shepherd

SFC Theresa Roberts

SSG David Taylor

SSG Jeffrey Hapner

SSG Michael Buschur

SSG Roy Barnes

DENVER

SSG Lila Rodgers

SSG Randolph Williams

SFC Julien Swain

SSG Charles Williamson

SSG James Perkins

GREAT LAKES

SFC Chris Biederman

SSG William Searle

HOUSTON

SFC Jose Gomez

SGT Latosha Bowens

INDIANAPOLIS

SFC James Davison

SSG Jesus Cantu

SSG Richard Knott

JACKSON

SSG Gerald Killingsworth

JACKSONVILLE

SSG Benjamin Thompson

SSG Dion Bennett

SGT Brian Little

SSG Willard Holland

KANSAS CITY

SGT George I. Ramsey

SSG Sam Cooper

SFC William White

LOS ANGELES

SSG Veronica Perez

SSG Todd Pooler

SGT Timothy Hernandez

MIAMI

SSG Jack Taylor

SSG Fredrick Frowner

SSG Roberto Ruiz

SGT Jesus Guerra

SSG Orlando Batista

SSG Juan Medina

SGT Benjamin Cintron

CPL Javier Alvarado

MID-ATLANTIC

SFC Terry Oberry

SSG Tom Wing Wong

SGT Samuel Arriaga

MILWAUKEE

SFC Clifton Young

MINNEAPOLIS

SSG Gregory Hopkins

SFC Jason Dutt

SFC Robert Cowden

NASHVILLE

SGT Rondal Bray

SSG Todd Geno

NEW ORLEANS

SSG David Anderson

SSG Samuel Chatman

SSG Roushell Floyd

SFC Eric Lea

NEW YORK CITY

SFC Landolph James

SFC Eddy Smith

SSG Jose Rivera

CPL Francisco Rios

SGT Dwight Martin

SSG John Montalvo

SSG Bobbi Jo Williams

SSG Jerome Nelson

SSG Erike Fields

SGT Jean Destin

SSG Gregory Alexander

OKLAHOMA CITY

SSG Sabrinz Sparks

SSG Dennis Poulsen

SSG Justin Maloney

PHOENIX

SSG Robert Slater

SFC Jonathan Horn

SSG Stephen Williams

SFC James Mierisch

PITTSBURGH

SSG Robert Light

SFC Jay Hull

SSG Drew Shultz

RALEIGH

SSG James Amerson

SFC Carlvan Payne

SSG Clarence Greer

SFC Timothy Edsall

SFC Paul Kilgore

SFC Larry Owens

SACRAMENTO

SSG Eldred Williams

SSG Robert Teague

SSG Gregory Truitt



SSG Jonas Mack

SFC Edward Givans

SALT LAKE CITY

SSG Richard White

SSG Robert Davis

SFC Randall Rehn

SAN ANTONIO

SGT Tony Keasler

SFC Robert Kosutic

SSG Robert Garza

SEATTLE

CPL David Elam

SSG Juan Morales

SSG John Bearden

SSG Joseph Naylor

SGT Dillard Remines

SSG Crisosto Miranda

SSG Troy Stuve

SFC Ronnie Scott

SOUTHERN

CALIFORNIA

SSG Frank Parker

SSG Christopher Teel

SSG Jose Mendez

SSG Bridget Bennett

SFC Jose Sostre

SGT Marco Andrade

SPECIAL FORCES

SSG Aubrey Hawkins

SYRACUSE

SGT Amedeo Trotta

SGT Donald Weaver

TAMPA

SFC Rodney Carroll

SSG Harry Foote

SFC J.C. Andrews

Morrell Awards

RSM May 2001



ATLANTA

SFC Joe Campbell

BALTIMORE

SFC Christopher Berry

SFC Kelly Kiefer

CLEVELAND

MSG Mark Roberts

COLUMBIA

1SG Anthony Minnigan

SFC Jerry Dinkins

HARRISBURG

SFC Corey Jay Deal

HOUSTON

MSG James Ellison

INDIANAPOLIS

SFC Jonny Cunningham

KANSAS CITY

1SG Anthony Jones

1SG Terry Epps

SFC John Gilliland

LOS ANGELES

SFC Richard Woods

MIAMI

SSG Hanel Rosado

SSG Miguel Ruiz

NASHVILLE

SFC Leland Smith

SSG Mark Rightnowar

NEW ORLEANS

SFC James Slaughter

PHOENIX

SFC Armando Newell

RALEIGH

SFC Robert Mundy

SSG Rita Marie Ladner

1SG Antone Maxwell

SFC Leroy D. Hall Jr.

SACRAMENTO

SFC Richard Fletcher

SSG James Brunner

MSG Gregory Robinson

SFC David Smith

SFC Christopher Fails

SFC Michael Zaring

Recruiter Rings

RSM May 2001



AMEDD

SSG Andrew Englebert

SFC Keith Ogden

SFC Audry Rolland

ATLANTA

SFC Richard Walker

SGT Steven Cramer

BALTIMORE

SSG Martin Presely

SFC Stephen Berrios

BECKLEY

MSG William Jones

CLEVELAND

SFC James Branham

DENVER

SFC Jason Manley

SFC Walter Orchowski

DES MOINES

MSG Jeffrey Wright

INDIANAPOLIS

SFC Christopher Gruber

SFC Thomas Skaggs

SFC Jeffery Peconge

JACKSONVILLE

SSG Anthony Fisher

SSG Robert McGauley

SSG Gilbert Myles

KANSAS CITY

SFC Michael Wright

MSG Raymond Adkins

SFC Robert Mott

MILWAUKEE

SFC Brett Fischer

MONTGOMERY

SSG Joe Brooks

SSG Vincent Craft

SFC Raymond Sanders

NASHVILLE

SGT Richard Dolak

SFC Michael Dodd

SSG Gerald Wilson

NEW ORLEANS

SSG Travis Jones

SFC Kerry Fennix

SFC Troy Johnson

NEW YORK CITY

SFC Dennis McCarter

SFC Clayborne Spillers

SFC Dora Thomas

PITTSBURGH

SFC William Shank

SSG Christopher Long

PORTLAND

SFC Adrian Saldivar

RALEIGH

SSG Stuart Whitman

SSG Laquawanda Torian

SFC Randall Newsome

SACRAMENTO

SFC Howard Hawkins

SFC Jose Parra

SEATTLE

SFC Willie Howard

SFC Robin Aguilar

SSG Michael Glessman

SFC Jerry Carpenter

SPECIAL FORCES

SFC Stephen Szwajkowski

SYRACUSE

SFC Joseph Babel

1. The current policy letter from Headquarters USAREC concerning ARISS is dated:

- a) 2 May 00
- b) 2 February 01
- c) 2 March 00
- d) 2 March 01

2. Recruiters and station commanders are *required* to replicate how often?

- a) Monthly
- b) Weekly
- c) Daily
- d) When they desire

3. Enlistment bonuses are paid in:

- a) One lump sum at the completion of AIT
- b) Annual payments divided by the number of years enlisted for
- c) \$7,000 after Basic Training, the remainder paid in equal annual payments
- d) At the completion of the enlistment

4. Misuse of government issued credit card/charge card is punitive.

- a) True
- b) False

5. Leadership is broken down into four fractions.

They are:

- a) Vision, abilities, skills, accountability
- b) Values, attributes, skills, actions
- c) Loyalty, duty, respect, integrity
- d) Leader, led, senior, subordinate

6. The AGR program is governed by what regulation?

- a) AR 140-10
- b) AR 140-111
- c) AR 140-1
- d) AR 135-18

7. NCOER non-rated time under the New Recruiter Program will not exceed:

- a) 9 months
- b) 12 months
- c) 15 months
- d) discretion of the local commander

8. Female soldiers are authorized to wear white nail polish only while in the Class B uniform.

- a) True
- b) False

9. When not wearing the beret, soldiers should hang it from their belt.

- a) True
- b) False

10. For other than medical waivers, who may disapprove a waiver request?

- a) Only the approving authority
- b) Company commanders or higher
- c) Battalion commanders or higher
- d) Recruiters can disapprove waivers

11. While in the New Recruiter Program, a recruiter should be observed ___ times conducting a sales presentation by a mentor, trainer, or leader and the action will be annotated in the New Recruiter Handbook.

- a) 9
- b) 18
- c) 27
- d) As deemed necessary

12. The cardigan sweater may be worn unbuttoned outdoors.

- a) True
- b) False

13. IRR to TPU transfers are governed by what Army regulation?

- a) AR 601-210
- b) AR 140-111
- c) AR 140-10
- d) AR 140-50

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 May 2001

Top RA Recruiter

SGT N. Miller
(Mid-Atlantic)

SSG E. Kency
(Jacksonville)

SSG C. Gish
(Columbus)

SSG T. Cohen
(Dallas)

SFC W. Eisele
(Portland)

Top USAR Recruiter

SFC C. Stein
(Albany)

SFC R. Lewis
(Jacksonville)
SFC R. Coffin
(Montgomery)

SSG J. Ramirez
(Indianapolis)

SGT U. Turner
(Oklahoma City)

SSG J. Nyman
(Salt Lake City)

Top LPSC

Fairfax
(Baltimore)

Mobile East
(Montgomery)

Milwaukee North
(Milwaukee)

Antoine
(Houston)

Pasadena
(Los Angeles)

Top OPSC

Elkton
(Mid-Atlantic)

Milledgeville
(Atlanta)

Auburn
(Indianapolis)

Baton Rouge
(New Orleans)

Santa Monica
(Los Angeles)

Top Company

Frederick
(Baltimore)
Rochester
(Syracuse)

Montgomery
(Montgomery)

Ft. Wayne
(Indianapolis)

None

Butte
(Salt Lake City)

Top AMEDD

Southwest

Florida

Chicago

San Antonio

Northwest

Answers to the Test

- d.
- c. ARISS Policy Letter
- c. USAREC Message 01-060
- a. USAREC Reg 600-25
- b. FM 22-100, figure 1-1
- d. Reserve Components Update 23
- c. AR 601-1 2-11(3)

- b. AR 670-1 1-8 3-b
- b. AR 670-1 1-10 i-4
- b. AR 601-210 4-28a
- c. USAREC Pam 350-2, Appendix D
- b. Army policy letter
- c.

FOREST DEFENSE IS NATIONAL DEFENSE

HOW TO PREVENT FOREST FIRES

YOU CAN LICK RUNAWAY PRICES

YOU HOLD THE 7 KEYS TO HOLD DOWN PRICES

WANT ACTION?

JOIN U.S. Marine Corps!

APPLY TO NEAREST RECRUITING STATION

FIRST IN THE FIGHT - ALWAYS FAITHFUL - BE A U.S. MARINE!

THE NAVY NEEDS YOU! DON'T READ AMERICAN HISTORY - MAKE IT!

SIDE BY SIDE - BRITANNIA!

THE U.S. MARINES

WANT YOU ENLIST TODAY

ALL FOR ONE AND ONE FOR ALL! VIVE LA FRANCE!

Allied Tribute to France: July 14, at 5 p.m.

MASS MEETING at the French National Holiday
to show our all-steel together life in France by Victory

WAKE UP, AMERICA!

CIVILIZATION CALLS EVERY MAN WOMAN & CHILD!

HELP CHINA!

CHINA IS HELPING US TELL THAT TO THE MARINES!

I am telling you

On June 28th I expect you to enlist in the army of war savers to back up my army of fighters.

W. S. S. Enlistment

Coming Right Up!

STAGE WOMEN'S WAR RELIEF

HOLD ON TO UNCLE SAM'S INSURANCE

WAKE UP AMERICA DAY

APRIL 19 1917

Will you have a part in Victory?