

RECRUITER

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Journal

Leads
Refinement
Center page 16



RECRUITER Journal

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Front Cover: Willie Johnson, assistant site manager of the newly formed Leads Refinement Center, Fort Knox, Ky. Photo by CW3 Christopher Higdon



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Keni Thomas, a former Army Ranger and a member of the Task Force Ranger unit that fought in Somalia in 1993, writes and sings music that reflects his military career.

Living the Army Values

The Army Values Stand-down that we conducted May 20 provided the command valuable time to concentrate on reviewing, reflecting on and renewing our shared commitment to the Army Values and to the Warrior Ethos.

Capt. Kyle Head, the Springfield, Mass., company commander said, “It gave us, as leadership and individual recruiters, a chance to stop and look inside ourselves to see what the Army Values mean to each one of us as individuals.”

We conducted the Army Values Stand-down for many of the same reasons that a safety stand-down is held in an aviation unit or a security stand-down is conducted in a deploying infantry unit. The Army Values Stand-down was of vast consequence in recruiting and was USAREC’s first command-wide Army Values Stand-down.

Capt. Ryan Foxworth, Fayetteville, N.C., company commander, said that the beauty of it was that leadership set aside time for the whole unit to train together.

I can think of no other place in the Army that the Army Values are more visible to the American public than in the more than 1,700 recruiting stations across the country. When a recruiter talks with a young man or woman about a commitment to serve, or stands in front of a high school audience, or when he or she connects with parents and other influencers, that recruiter is representing the Army Values, as well as our nation’s values.

Americans trust Soldiers because of the Army Values they display. The Army Values cannot be separated from the Army, and they certainly cannot be

separated from our ability to recruit. Trust is the glue that holds together all our recruiting efforts.

Sgt. 1st Class Bennie Anderson, Fayetteville recruiting station commander, described trust well when he said, “If we ever lose the public trust in what we do, we will fight a tough battle for a long time to come.”

Trust is especially important to the “millennials,” the generation we are recruiting today. They are individuals who listen very carefully to the advice and counsel of influencers. At no other time has it been more important that mothers, fathers, aunts and uncles have trust in the Army and its recruiters so that they can support the young men and women who come to them for advice.

As I stated in my video message to you, Warrior Ethos means more than just being a mighty warrior or a skilled professional Soldier. Gen. Peter J. Schoomaker, Army chief of staff, has written about how Warrior Ethos means being a better father, a better mother, a better citizen, a better student. It also means being a better recruiter.

It means living up to a higher standard with loyalty and respect. It means fulfilling obligations without shortcuts that might undermine integrity. It means adhering to moral principles. It means being honest and forthright. It means always treating others with dignity and respect.

Now that the stand-down is over, we are moving forward recharged, re-energized, refocused and rededicated to recruiting with integrity. There is no doubt that we are capable of providing the strength for the All-Volunteer Army while upholding the Army Values the



Maj. Gen. Michael D. Rochelle

It means living up to a higher standard with loyalty and respect.

citizens of our country expect. As I have said publicly many times, I know absolutely that the majority of our force recruits every day with the utmost integrity and with the utmost observance of all the Army Values. We know who we are — a values-based institution in communities all across America.

Lastly but most importantly, I want to say thank you for your dedication to accomplishing the mission in these challenging times.

Ethical Reasoning

— the art of self-control

“USAREC recruits Soldiers, both officers and enlisted, to meet the needs of an expeditionary Army, begins the transformation from civilian to Soldier, acts as the Army’s liaisons with the American people, and does all with *INTEGRITY* and a professionalism that clearly demonstrates the warrior ethos and Army Values. We remain relevant and ready to provide the strength for our Army, today and in the future.” These words are from the USAREC Mission Statement (draft).

Indeed powerful words, yet meaningless, if the actions and conduct of its team members are not above reproach. Earning the public’s trust and confidence is the only way that USAREC can remain a relevant instrument to recruit our nation’s sons and daughters to sustain the All-Volunteer Force. Every incident of misconduct, violating the public’s trust, runs counter to USAREC’s Mission and Vision Statements.

The word “integrity” in the mission statement highlights the essence of who we are and what we do. As Army ambassadors, we are bound by oaths and creeds that demand our best at all times. Recruiting for America’s Army during a protracted war has been described as the “hardest job” in the Army, as downright “stressful” and in some corners, “impossible!” To the less initiated, recruiting, by its very nature, inherently places our field force ethically at odds with Army Values. Pure nonsense!

I have been told that one of the highest expressions of love is to help a fellow human being. Telling one’s Army story with sincerity, candor and conviction to help young Americans find their passion in life is an extremely high calling. I am convinced that we can enlist, with *INTEGRITY*, sufficient numbers of high quality applicants to consistently meet the Army’s manning requirements.

USAREC’s Values Stand Down Day held on May 20 allowed us to give pause to reflect on and reaffirm oaths and to conduct values training — the bedrock of our professionalism. But please understand that training is only effective to the degree that one is committed to apply/ implement it to achieve desired outcomes. To achieve the desired outcomes, always doing the right thing for the right reasons even when no one is watching, one must master the ethical reasoning process as described in FM 22-100.

According to FM 22-100, paragraph 4-24, “To fulfill your duty, maintain your integrity, and serve honorably, you must be able to reason ethically. Ethical reasoning takes you through the following steps: Define the problem; Know the relevant rules; Develop and evaluate courses of action; and, Choose the course of action that best represents Army Values. FM 22-100, paragraph 4-33, further states that, “Ethical reasoning is an art, not a science, and sometimes the best answer is going to be hard to determine. Often, the hardest decisions are not between right and wrong, but between shades of right.” Imagine having to explain to family or significant loved ones, your comrades, and your Soldiers that acts of indiscretion have cost you your career and you will no longer be a member of a time-honored institution.

While the steps of the ethical reasoning process are quite simplistic in nature, it really boils down to self-control. Consciously operating outside the bounds of Army Values is clearly self-destructive behavior. Resist, with all your might, the temptation and unnatural urge to lie, cheat or steal. Discretion is the better part of valor — discernment and moral courage to do what’s right. No one compromises his or her integrity without first consciously deciding what to do.



Command Sgt. Maj. Harold Blount

The overwhelming majority of our team members possess type “A” personalities with an ever-burning desire to win. But winning at all costs is also self-destructive. No matter how great the pressure — whether leader- or self-induced — know that your actions affect more than just you or your immediate concerns as recently highlighted in the media. The last line of the Recruiter Ethics/Integrity Card reads, “If it ever becomes a choice between box and integrity, make no mistake . . . integrity is far more important!” Conduct yourself as the Army’s ambassador to the civilian community. It should be crystal clear that no one expects you to ever compromise your integrity.

Remember that we’re Soldiers first, officers/noncommissioned officers, leaders and lastly recruiters — assigned to USAREC to perform recruiting functions to meet the Army’s annual accession mission. Misconduct of any sort runs counter to who we are and what we stand for. It jeopardizes not only USAREC’s mission, but puts at risk the whole Army image and mission. Recruiting is a noble profession that must be executed with the utmost professionalism and integrity. As we employ self-discipline, self-control and ethical reasoning techniques, we, as a command, can gladly welcome any level of scrutiny.



Roller Coaster of Grief

By Chaplain Lt. Col. Lyndell E. Stike

A number of months ago I met a young recruiter by the name of Jim. He was stationed in a small community in which he knew almost everyone. They acknowledged him by name as he traveled around town. At the local high school, he had built a strong relationship with the administration and student body. He participated in community events and was a valued member.

Lisa was a rising senior and wanted to be a police officer. Her father had served during the Vietnam War and knew the advantages of military service. He had instilled a sense of patriotism and commitment in his daughter. After listening to a presentation given by Jim, she called the station seeking more information.

Jim conducted the interview, and it wasn't long before Lisa was in the Delayed Entry Program. After graduation Lisa headed off to Fort Leonard Wood, Mo., for training. Lisa received orders to her new unit, which was headed to OIF. On leave, before reporting to Fort Campbell, Ky., she stopped by the station to visit Jim. She was excited about the challenge that lay ahead but was also concerned about the danger of combat. After some encouraging words Lisa was on her way.

E-mails arrived almost every day from Lisa telling of the hardships of war. Jim could tell she was in a threatening situation. On Monday, the e-mails stopped and by Wednesday word was traveling through the small town that Lisa had been killed in action in Baghdad.

Jim heard the news and it rocked his world. The shock was almost overwhelming. As we talked, he wondered what he could or should do. He had an appointment at Lisa's high school that very day. How was he going to be received by the administration or the student body? After more discussion, Jim felt ready to call his first sergeant. "TOP" was supportive and encouraged Jim to visit Lisa's parents before keeping his appointment at the high school. "TOP" went with him and stood beside him during the painful visit.

Lisa's parents were in shock and deep pain; however, they reached out to Jim and provided him the support he was trying to give them. He found the high school rallying around Lisa's parents and they included Jim in that circle.

In a time of war, recruiters are called upon to put young people in the Army with the knowledge they may come into harm's way. When our recruits lose their lives along with all their hopes and dreams, it forces us to confront our own grief.

Grief is the loss of any person or thing that we value. Everyone experiences grief differently; therefore, we should be slow to pronounce judgment on how others journey through the "shadow of death." The experience is a natural part of life requiring each of us to be prepared to ride this emotional roller coaster.

Elizabeth Kubler-Ross identified in her book, "On Death and Dying," five stages of grief. Many of us assume that when grief strikes we will move quickly through the five stages reaching acceptance and freedom from our pain. However, we must look at grief as a roller coaster. We climb upward along the tracks dealing with denial, bargaining and experiencing limited acceptance. Suddenly we hear their name or see a picture that plunges us down into anger, depression, and denial. Fresh grief makes these hills very steep and frequent. Over time the hills smooth out and the frequency decreases. We ride the roller coaster all of our life never forgetting our loss. It remains a gently rolling ride of acceptance and denial.

You may have lost a recruit to OIF or experienced personal loss in your family, finding yourself on the grief roller coaster. Remember that the hills will flatten out, and you will eventually enjoy acceptance. Until then, reach out to your support group. Talk about your loss. Seek help when you become overwhelmed. Go in peace with the knowledge that we stand together as a family.

Test Program Will Up Army Reserve Enlistment Age

By Jonathan Del Marcus, Army News Service

The Army has announced a three-year test program to evaluate raising the reserve-component nonprior-service maximum enlistment age from less than 35 years of age to less than 40 years of age. The program will evaluate the feasibility of a permanent change to the enlistment policy for the Army reserve components, officials said. The test will begin immediately and continue through Sept. 30, 2008.

“We looked at policies that we have in place that might be restricting recruiters from achieving their mission,” said Lt. Col. Roy Steed, chief, Recruiting and Policy Branch, under the Army G1 (Personnel). “Raising the maximum age for nonprior-service enlistment expands the recruiting pool, provides motivated individuals an opportunity to serve, and strengthens the readiness of Reserve units.”

All applicants must meet the same eligibility standards, to include passing the same physical standards and medical examination. Experience has shown that older recruits who can meet the physical demands of military service generally make excellent Soldiers based on maturity, motivation, loyalty, and patriotism, Lt. Col. Steed said. “Historically, people in this age group have wanted to serve, but may have been turned down only on the basis of their age,” Lt. Col. Steed said. “We don’t want to turn away these motivated people who come to us and want to serve their country.” The Army is constantly looking at ways to better reflect the fast-changing American society. “When you look across the population, we are living longer and now a 40-year-old can be in better physical shape than a 20-year-old,” said Command Sgt. Maj. Michelle S. Jones, top NCO in the Army Reserve. We are more concerned about our recruits’ level of fitness rather than just their age.”

Even if a motivated individual is not yet in peak physical condition, the Army will help those individuals who may need extra help prepare for the physical demands of basic training. “The Army has a program called the Future Soldier Training program to help individuals get ready for basic training. We will encourage these individuals to participate in the program. Recruiters work with them in several areas, and one of those areas will be physical training,” Lt. Col. Steed said.

The impact of the measure on meeting enlistment goals has not been forecast, but it is expected to contribute to the Army’s efforts to recruit top-quality individuals. “We want to test the program first to validate the change in the age restriction, and then compare attrition rates between different age groups,” he said.

At this time, the program does not extend to active-duty Army enlistments, which are set by law rather than policy, Lt. Col. Steed said. The Army Reserve can benefit from the

contributions of motivated and mature individuals who make a conscious and informed decision to serve their country, Jones said. “We’re talking about a mature and motivated person who is making a very informed decision about pursuing a different direction in life,” Command Sgt. Maj. Jones said. “They may have always wanted to join the Army, and now have a chance to do it. They have a lot of experience in life, and they bring that to the table. The concept of increasing the maximum enlistment age was initially discussed this past fall, Lt. Col. Steed said. The Army requested and received an exception to Department of Defense policy that set the maximum enlistment age in the active and reserve components at less than 35 years of age.

Denver Battalion Ships First Over-35 Reserve Patriot

By Nancy Marquardt, Denver Battalion

When the Army announced March 18 that it raised the nonprior-service Reserve Component enlistment age to people older than 35, at least one patriot was awaiting the news.

Pvt. David Fisk, Jr., called Powers Recruiting Station Recruiter Sgt. 1st Class Thomas Poirier after hearing rumors of the age change from his younger brother, Pvt. William Fisk, who is serving in Operation Iraqi Freedom.

Sgt. 1st Class Poirier told Pvt. Fisk that a formal announcement had not been made, but that he would get back to him when the Army approved the policy.

Pvt. Fisk said, “Growing up, William and I were both mechanics. On two occasions, we even worked together at the same repair facility.

“Through the years I could only hope that I provided him with some guidance and technical training, that would later enhance his career and help him achieve his ultimate goals in life.

“While he was stationed at Fort Carson, I visited William on a family day. I was able to see his shop and the unit’s vehicles and had the privileged experience of sitting inside several vehicles William maintains.”

Pvt. Fisk took his enlistment oath March 25 and shipped April 5 for basic and advanced courses at Fort Jackson, S.C., where he will complete light wheel vehicle mechanic training — just like his brother.



Pvt. Nicholas Jensen (in red) receives specific instructions from Drill Sergeant James Richards (left) on the importance of addressing drill sergeants with the proper courtesy. *Photo by Staff Sgt. Mark Ledesma*

Future Soldiers

'Takin' On' Basic

By Sheryl Cuevas, Phoenix Battalion APA

More than 150 Future Soldiers gathered at Freestone Park in Mesa, Ariz., Feb. 5, as Tempe Company kicked off their first mega Future Soldier training function for FY 05. Sunny blue skies and temperatures rising to the mid-60s helped Tempe Company create a setting for a successful mega Future Soldier training function.

Recruiters from Ahwatukee, Mesa, Superstition, Chandler, North Mesa, Show Low, Tempe, and Arizona State University stations were present, in addition to the company leadership team and guests of the Future Soldiers. The event, which began with seven Future Soldier promotions, included both drill sergeants and drill sergeant candidates from the 104th Division. They provided Future Soldiers with an early taste of what they would be experiencing at basic training. Drill sergeants covered basic training tasks, such as drill and ceremony, to include facing movements and rendering courtesy through the hand salute.

Part of the Army Reserve Command, the 104th Division is based out of Vancouver, Wash., with subordinate units

throughout the 12 Western states. The 1st Brigade of the 104th Division (Institutional Training) trains Soldiers to become drill sergeants. Their overall mission is to develop competent and caring leaders to inspire subordinates.

A recent reorganization of its units brought the Headquarters and A Company's 1-415th unit to Phoenix from Sacramento, Calif.

"When I heard that the 104th had reorganized, we [Tempe Company leadership team] discovered that a portion of the brigade had relocated here to Phoenix," said Capt. Randy Alfredo, Tempe Recruiting Company commander. "Sergeant 1st Class Nicholas McLain, our company recruiter trainer, quickly contacted the unit, who accepted our invitation to the mega DEP just a few weeks later."

The group of drill sergeants, headed by Drill Sergeant Shawn Alexander, was quick to move the Future Soldiers into formation following the promotions by Capt. Alfredo and 1st Sgt. Mark Themer, Tempe Company. Through a series of facing movements, the Future Soldiers were quickly placed into

formation by the drill sergeants in order to begin their first portion of training. Drill sergeants used both verbal and visual instruction to demonstrate facing movements, in addition to the rendering of courtesy through the hand salute.

Following questions from the Future Soldiers, they were quickly called to the position of attention to practice the facing movements presented by the drill sergeants.

Some were positive that they had the correct form. Others, however, were not so sure. From a distance, both the recruiters and the company leadership team could tell that Future Soldiers were hesitating. With the drill sergeants quietly pacing the rows, Future Soldiers quickly shifted their positions to avoid any unnecessary attention. Despite their efforts, the Future Soldiers quickly learned that the eye of the drill sergeant catches even the slightest twitch.

“The thumb of your left hand should fall on the seam of your pants!” yelled drill sergeants.

“Are you in la-la land?” shouted Drill Sergeant James Richards as he stood firmly in front of a male Soldier.

“No, Drill Sergeant!” the Future Soldier yelled after a moment of hesitation. The presence of the drill sergeants was indeed a little frightening to some of the Future Soldiers whom, when acknowledging a command, replied, “Yes sir, Drill

Sergeant.” The remedy for this problem was easy for the sergeants, who appeared in front of those individuals almost instantaneously.

“Soldiers, my first name is Drill. My last name is Sergeant. To you, that is two words — Drill Sergeant,” yelled Drill Sergeant Richards to the formation of Future Soldiers.

The Tempe company leadership team and its recruiters watched intently as their Future Soldiers received a taste of what they would be experiencing during basic training.

“We had a great turnout,” said 1st Sgt. Themer, as he walked behind the formation to observe the reactions of the Future Soldiers.

“This was a great way to bring our Soldiers together for training that will be very beneficial to them as they progress on to basic training.”

The event, which ran from 1000 to 1500 hours, concluded with a barbecue picnic, with a generous spread of food. Tempe Company leadership team took the opportunity to present drill sergeants and drill sergeant candidates with a poster, personalized by Lt. Col. Kenneth Hickins, Phoenix Battalion commander. Their presence, together with the meticulous planning by Tempe Recruiting Company and cooperation of the recruiting stations, led to a successful event for the Future Soldiers.



At a Future Soldier mega training event for Tempe Company, a drill sergeant shows Spc. Maria Beltran (middle) the proper way to render courtesy through the hand salute. *Photo by Sgt. 1st Class Marcellus Jeter*

Establish Trust and Credibility

Future Soldier Reservation System then becomes a tool

**By Sgt. 1st Class Michael Nickell,
USAREC Training Division**

Why is establishing and building trust and credibility so important?

What can be gained by establishing and maintaining trust and credibility?

Lets look at both of these questions and how we can apply the art of establishing credibility to enable us, as recruiters, to accomplish this critical task.

Building and maintaining trust starts from the first contact, through the application process, until a Future Soldier leaves for basic training. It is very important, whether on the phone or face to face, to start off with strong listening skills. A prospect is more willing to open up to you and tell what their genuine needs are if you show an interest in what they have to say. You will gain their trust and confidence along with the blueprint information you require to help you identify the individual's needs and future goals. Additionally, it will help you identify how the Army can help someone obtain those goals in the future.

Establishing trust will help you, the recruiter, to obtain a certain amount of credibility with the prospect and it will assist you during the Army interview process. The prospect will also be far more involved with the Army interview allowing you to complete your presentation. If the prospect feels they can trust and believe in what you are saying, your presentation will be much more effective. If the individual you are interviewing doesn't trust or believe you, the chances of that prospect becoming a Future Soldier decreases.

Another important reason for establishing and maintaining trust with a prospect or applicant is the use of the Future Soldier

Reservation System. For those who can currently use this tool, you are able to reserve jobs for applicants without police checks and the individual's physical being complete. In these cases, it is imperative that we know what the applicant's true interests are. Having that strong credibility and trust with the individual will assist you. During this process, one of the quickest ways to lose credibility with an applicant is to tell an individual they are qualified for a job, only to discover at the MEPS that it is not available to them.

Once your applicant has made the commitment to become a Future Soldier, maintaining trust and credibility becomes even more important. Due to world events, as recruiters, we all know there are negative influencers in the community. These influencers can have a detrimental effect on recruiting. In some communities, we may be the only positive influencers and mentors in a Future Soldier's life.

Far too many times, after that enlistment we push that new Soldier off to the side and lose that trust we have gained. Maintaining trust through the Future Soldier Training Program and ensuring open communication with the new Soldier as well as their parents and other outside influencers, we will maintain solid credibility and support the Future Soldier's challenge of reporting to training as scheduled.

As recruiters, we have to remember the trust and credibility phase is probably the most critical part of the Army interview. The prospect's first impression of you could very well determine whether the applicant decides to enlist or not.

Keep in mind you may be the only representation of the Army that the prospect and your community has and your ability to build and maintain that trust and credibility will set the tone for future success in recruiting within your community.

National Magazine Features Future Soldier Teen as Role Model

By Nancy Marquardt, Denver Battalion

It isn't every day that a small-town girl is introduced to 1.5 million strangers, but that is exactly what is about to happen to high school senior and Future Soldier, Tanya Seldomridge from Rawlins, Wyo. *Teen People Magazine* will feature Seldomridge in its August 2005 issue.

When Recruiting Command Public Affairs needed suggestions for female recruits for a *Teen People Magazine* article, Laramie Station's Staff Sgt. Christopher Holden had the perfect nominee. USAREC Public Affairs Officer S. Douglas Smith's message stated that *Teen People* was looking for an 18- or 19-year-old woman who had other alternatives to enlisting, but who decided now was the time to serve her country by joining the Army.

Teen People editors agreed with Holden, and Seldomridge was interviewed by magazine intern Andrea Sattinger in April. Sattinger is a senior at Rutgers University.

New York based *Teen People Magazine* has a circulation of more than 1.5 million. Its Web site states, "The *Teen People* reader is the girl everyone wants to know because she's in the know. She's always got her finger on the pulse of the next big thing. She is first to raise a hand to make a difference. She cares about her community and what teens in her neighborhood and around the world are doing to affect positive change."

Seldomridge is an 18-year-old Rawlins High School senior and cheerleading squad captain. She works at a local nursing home as a certified nursing assistant. She will postpone her goal to attend college and pursue a nursing career to serve her country instead.

"I talked things over with my parents and they let me know they would support whatever decision I made. But I can tell they are proud of my choice. I enlisted Dec. 1, 2004, as a pharmacy specialist and leave for training July 26," she said.

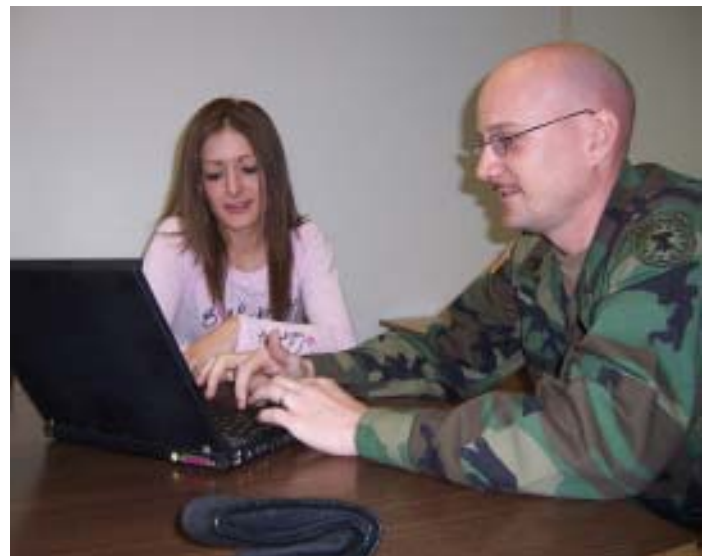
Staff Sgt. Holden said, "Pvt. Seldomridge is a very positive and outgoing individual. She is a member of Rawlins High School's varsity letter club, works part-time in a nursing home and makes time to attend church. I think she is the perfect Future Soldier for *Teen People Magazine*."

In a city the size of Rawlins, Wyo., with a population of less than 9,000, Seldomridge will soon be a local celebrity. She lives at home with her parents Rick and Shelley Seldomridge and considers herself a normal high school senior with dreams of what she might become.

"When the Army told me I was selected to interview with *Teen People Magazine* I was very excited to think that all this attention was on me just for making the right decision. We all have options — choices we make that affect our future — I feel certain that this was the best choice for me.

When asked how she feels about serving in Operation Iraqi Freedom, Seldomridge said, "It's scary. But that's what being a Soldier is about. You go where you're needed."

Teen People Magazine's August issue arrives on newsstands July 4.



Laramie Recruiting Station's Staff Sgt. Christopher Holden reviews enlistment options with Rawlins, Wyo., Future Soldier Tanya Seldomridge. Photo by Cameron Higbee.

Inside the NASCAR Interactive Zone



The Army's high tech NASCAR Interactive Zone at the Texas Motor Speedway offers new recruits and race fans a chance to experience what it is like to be a Soldier.

Story and photo by Sgt. 1st Class Donald R. Dunn II, Outreach and Events Marketing Division, Army Accessions Command

The Army's high tech NASCAR Interactive Zone puts fans in the Army and on the track. There are also a wide variety of things to do when visiting the Army at a race.

The Interactive Zone has a Fastest Pit Time Challenge. This tests the fans on how much speed and accuracy is involved in a pit stop using a real Army NASCAR. Fans actually get to take off and put on tires on one side of the car as a team, while being timed against other teams. This makes for skill and endurance while using power tools to get tires on and off the car.

Guy Morgan, the senior account director for the Army NASCAR interactive zone said, "This Army Interactive Zone was built to teach fans about the Army while building their physical skills in teamwork, speed, power, and technology." Our newest addition this year is a rock wall. Fans 16 years and older can climb this to see how fast they can reach the top," added Morgan.

The entry trailer has an introduction video of what Army life is like from basic training to Army events such as racing. Also in this trailer are two High Wheel Mobility Simulator Laser Shot Vehicles with weapons. This gives new recruits and fans a

chance to see what it is like to go on a real mission while being ambushed. Fans actually get to participate in the ambush and test their skills.

Next, there is a dog tag machine where fans can get a set of dog tags, while Sgt. Rock, a mannequin dressed in the new Army Combat Uniform (ACU) talks about being in the Army.

Next, there are two Program Executive Office Soldiers dressed in the desert camouflage uniform in full military gear to include body armor and weapon. These two Soldiers show the uniform and equipment used in Operation Iraqi Freedom.

Sgt. Brian Lijana, an infantry Soldier in a parachute infantry regiment at Fort Bragg, N.C., said, "I enjoy coming out here and showing these race fans what a real Soldier looks like and answering their questions. I have been to Afghanistan and Iraq and I like sharing my experiences with them, while telling them what it is like to be deployed."

Last, but not least is the Century Soldier Trailer. Inside this trailer are the latest uniforms and equipment used for combat operations. Fans and recruits can even try on the Army's load bearing equipment and body armor to get the feel of what it is like to carry the equipment needed when deployed to a combat area in the Army.

Military Struggling with Rising Health-Care Costs

By Sgt. 1st Class Doug Sample,
American Forces Press Service

Rising medical costs and the expansion of health benefits for retirees, Guardsmen, Reservists and their families, are putting a strain on the military health care system, Defense Department health and personnel officials told members of Congress on April 21.

“Rising health care costs are not unique to the military health system; it’s a national concern, and we are struggling with it,” Dr. William Winkenwerder Jr., assistant secretary of defense for health affairs, said in testimony before the personnel subcommittee of the Senate Armed Services Committee.

David S. C. Chu, undersecretary of defense for personnel and readiness, also testified at the hearing. He said rising costs can also be attributed to increased enrollment in TRICARE benefit programs.

Chu said improvements in TRICARE benefits have made the health plan “widely accepted” by servicemembers, retirees and their families.

And, he added, “others seek to join this program,” referring to retirees over age 65, who joined TRICARE for Life, and Reservists, who can begin enrolling in TRICARE Reserve Select in April.

However, he said, the popularity of TRICARE programs has brought with it “substantial cost.”

Winkenwerder pointed out that expenses for TRICARE have grown rapidly, doubling over the past five years from \$18 billion to nearly \$36 billion this year. If the current trend continues, the program’s total budget could top \$50 billion within five years, he said.

By 2010, Winkenwerder estimated, approximately “70 percent of the health budget will be spent caring for retirees.”

“The facts show that our expansion of health benefits, such as those for our senior retirees, underlies the growth, and that growth could put today’s operations and sustainment at risk,” he said.

In addition, the expansion of health care benefits to retirees has led to increased pharmacy costs. Winkenwerder said the cost of TRICARE’s pharmacy program has increased 500 percent since 2001, with costs approaching \$6 billion this year.

He said the department is trying to control some of those costs by implementing “performance-based” budgets and improving TRICARE’s pharmacy program with a new formulary and using federal pricing for its retail pharmacy network.



In addition, he said, TRICARE contracts are now designed to “leverage private-sector methods” in order to control purchased health care costs.

Still, he added, management actions alone, even dramatic ones, “will not stem the rapid growth spending.”

“That is because benefit expansion and rising utilization are the driving forces in sending these costs upward,” he explained.

Winkenwerder said part of TRICARE’s problem is that the program’s benefit structure has not kept pace with changes in the private sector or industry. For example, enrollment fees and cost shares for TRICARE have not increased in a decade, he said.

Winkenwerder pointed out that while TRICARE cost shares have remained “unchanged” over the past five years, those for private health care firms have risen significantly. For instance, cost shares for Kaiser Permanente Mid-Atlantic region rose 57 percent, and those for Blue Cross Standard rose 87 percent.

“This has persuaded a growing number of our beneficiaries to drop their private coverage and to fully rely upon TRICARE,” he said.

Winkenwerder cautioned the committee that the “low out-of-pocket costs and outstanding benefit” that TRICARE provides will drive “all of our retirees (to) rely on TRICARE instead of their employer-based plans in just a few years.”

“Simply put, we face a tremendous challenge with a benefit design that does not always reward the efficient use of care,” he said. “And that is increasingly out of step with employer plans.”

However, he told the subcommittee, the department is looking at “viable options” to contain costs.

One possible option, according to Chu, would be establishing a health-savings plan for military families, similar to the one Congress authorized for DoD civil service employees. “We are looking hard at how you would offer (such a plan) on a voluntary basis — again, your choice to military households,” Chu said.

Chu said he has asked the department to look into the issue. Although, he added, such a plan would likely need statutory authority from Congress.

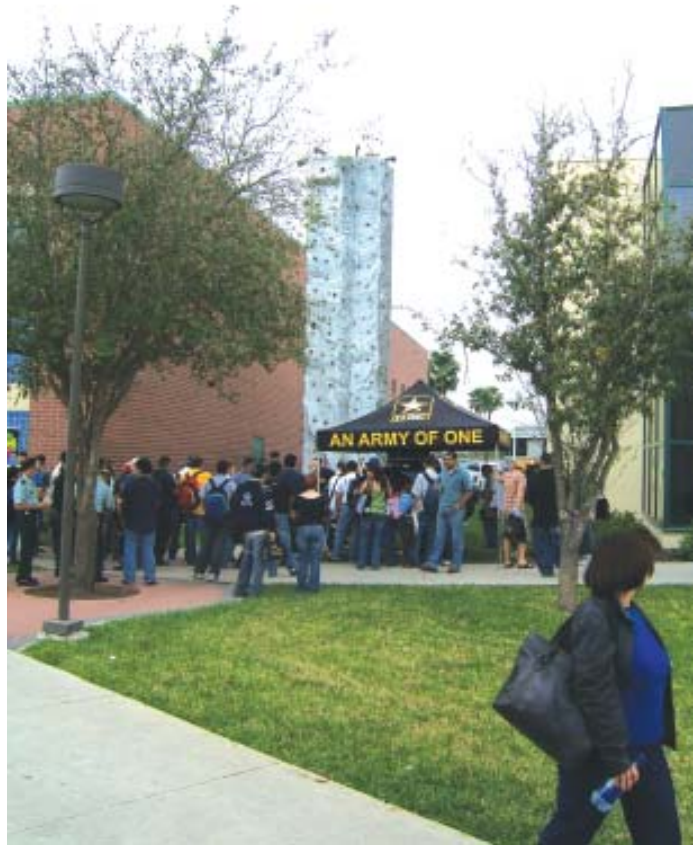
“The military benefit is called out in a separate set of statutes and governed by those statutes,” he said. “So if we were going to offer a thoughtful health-saving account plan we would need some additional statutory authority.”

Martin Skulas, Chief of Soldier and Family Assistance, USAREC G-1, has been selected as a TRICARE Star for his leadership in support of the Prime Remote health care program. He is pictured on the TRICARE Web site at <http://www.tricare.osd.mil/media/tricarestar.cfm>.

5th Brigade Uses Mobile Recruiting Team



Eric Lampright chose to enlist during a Mobile Recruiting Team visit to San Antonio College.



The Mobile Recruiting Team uses assets such as the Rock Climbing Wall and An Army of One canopy during its college visits.

Story and photos by Connie E. Dickey, 5th Brigade APA

With 12 firm enlistments to its credit, the Mobile Recruiting Team is proving its worth to the recruiting effort. Starting as a Army Recruiting Command initiative, it is now an integral part of the 5th Recruiting Brigade “Warrior” team.

The MRT concept is being fielded to other brigades. The unit consists of a senior noncommissioned officer as the chief, and 10 handpicked recruiters divided into two teams.

As the Army begins its reshaping of the force, the way the Army recruits is being looked at also.

“The MRT is a combat multiplier with a great return on investment at all levels. The concept will definitely impact the way we recruit in the future,” said Master Sgt. Israel Talamantez, the mobile recruiting team’s NCOIC.

The MRT provides an opportunity for a concentrated recruiting effort in targeted areas. It generates leads and conducts appointments at each targeted location and has its own source code to track leads generated. While in a target area, any enlistments that the MRT generates are credited to the host recruiting station, company, and battalion towards mission box accomplishment.

The brigade conducts monthly targeting meetings chaired

by the deputy commander with the S-2, S-3, S-5, and education specialist to select the best markets for MRT events.

Although, self-supporting, the MRT works in conjunction with each battalion in the area targeted for support. The local battalion recruiters work side by side with the MRT recruiters and generate their own leads for enlistments.

The MRT is self-contained with assets that include football and basketball toss, electronic signs, dog tag machine, canopies, personal presentation items and recruiting publicity items. The team also have remote reservation capabilities.

During December and January the team conducted tests in five locations at different venues to gather lessons learned for future scheduling.

The MRT has worked in the San Antonio, Dallas, and Houston Recruiting Battalions at both two-year and four-year colleges, as well as at the U.S. Army All-American Bowl, and the San Antonio Stock Show and Rodeo.

One of its first enlistments came out of a test visit to San Antonio College in December. Eric Lampright, a 19-year-old college freshman, said he had thought about joining the Army and thanks to the MRT, his thoughts turned into reality.

“My country needs people (in the military) and I feel I can do more good now by enlisting than waiting three or four years and going in as an officer,” Lampright said after he raised his right hand and recited the oath of enlistment. He left in February to begin basic training.

Lampright, a member of the Reserve Officers Training Corps at the college, said when he passed by the MRT setup at the college he was approached by one of the MRT recruiters. They conducted an interview on campus and Eric joined three days later, choosing to become a Ranger, simply because “they are the best.”

With his father and grandfathers being veterans, Lampright becomes a third generation combat arms Soldier with his enlistment.

He said his parents support him, and although his father would like for him to finish his college education, “he supports my decision to join.”

When the MRT is on campus, they get valuable one-on-one time with students who may have thought about a military career but haven’t made the move to find a recruiter to discuss career options.



Mobile Recruiting Team member, Staff Sgt. Denise Curtin, talks with a student during a visit to the University of Texas-San Antonio.



Boulder Influencer Answers Soldier's Banner Request

Shamrock Signs' owner, Jim Murphy, of Boulder, Colo., holds a NASCAR banner featuring the Army's 01 Chevy Monte Carlo, with Boulder Station Recruiter Sgt. 1st Class Christine Howland. Murphy created the banner in February for Operation Iraqi Freedom Soldiers. Denver Recruiting Battalion mailed the banner.

Story and photo by Nancy Marquardt, Denver Battalion

Centers of Influence are everywhere. We just have to be aware of opportunities when they arise. Wheat Ridge Company's Boulder Recruiting Station was the scene of such an opportunity.

When Shamrock Signs received an e-mail request for an Army NASCAR banner from Operation Iraqi Freedom Soldier, Sgt. 1st Class Kevin Crice, in February, owner Jim Murphy was honored to oblige.

Within days the Boulder, Colo., merchant designed and printed the banner for Sgt. 1st Class Crice. He then turned to Boulder Recruiting Station Sgt. 1st Class Christine Howland for help getting it mailed.

Sgt. 1st Class Howland said, "Jim brought in this huge box — about four feet long — and told me about Crice's request. He asked if we could mail it for him. I was proud to be a part of this generous gesture."

Murphy said, "Crice explained that when they have time to relax, his Soldiers spend time in a sparsely furnished common recreation area they've converted from a storage closet. He requested the NASCAR banner to help decorate the walls of his company's recreation area and to remind them of NASCAR — and home.

Sgt. 1st Class Crice asked Murphy for the price of a banner depicting NASCAR driver Joe Nemechek's "01" Army race car.

"We have many NASCAR fans in our unit, and I'm just trying to show our support of Joe Nemechek and the No. 01 Army car. I met him a couple of times while he visited Fort

Bragg, North Carolina, and he is a great driver and represents the Army well," Sergeant Crice wrote.

Sgt. 1st Class Crice is a member of the XVIII Airborne Corps Artillery from Fort Bragg, and is an 18-year Army veteran serving his second tour in Iraq.

"I thought this was a great opportunity for us to support our troops. It isn't every day that an individual Soldier asks for something this specific, and it was our privilege to fulfill this request for free — the Soldiers pay the price in service to our country every day," Murphy said.

Wheat Ridge Company Commander, Capt. Byron Elliott, converted patriotic Murphy into a welcomed center of influence in Boulder. Murphy spoke at Lakewood Recruiting Station's grand opening March 16.

Murphy's comments noted that each citizen has the potential and responsibility to be a center of influence in our daily lives.

"Each day we meet and greet young people who are trying to make important life decisions, or parents who are trying to help them. We can help by referring them to our local recruiters who are trained to counsel and guide our youth toward achieving their education and career goals," Murphy said.

Sgt. 1st Class Crice and company received the NASCAR banner from Murphy on April 9. Sgt. 1st Class Crice wrote, "We just wanted to let you know that we received the awesome banner tonight. Just in time to hang it up for tomorrow's race. We appreciate the support, and the banner is going to look great hanging on the wall of the recreation room. Let your employees know that the Soldiers of the XVIII Airborne Corps Artillery say 'thanks.'"

'Putting Them in Boots' More Challenging for Recruiters

Story and photo by Sgt. 1st Class Doug Sample, American Forces Press Service

Even including the high school graduates who have decided to attend the universities in Clemson and Columbia and those who don't qualify for military service because of criminal records, the pool of potential recruits in this resort town is small.

Add in a 42 percent high school dropout rate in Charleston County schools, and the situation gets even worse for military recruiters. It's a plight that Army recruiters at the small Mount Pleasant, S.C., recruiting station say makes their job especially challenging. "Putting them in boots," as recruiters like to say, has become a difficult job.

Last year, the Army set a goal of 80,000 new recruits by the end of fiscal 2005. Although officials have publicly admitted that recruiting numbers are down during the second quarter of the fiscal year, the Army remains committed to reaching that goal. Hoping to broaden its reach, the Defense Department plans to add as many as 250 recruiters in an effort to reach more potential recruits.

At the Mount Pleasant station, just across the Cooper River Bridge from Charleston, station manager Army Sgt. 1st Class Ricardo Terrazas said part of the reason for slower recruiting is that many potential recruits are looking at college as their first option in life.

"If you surveyed students in the 12th grade in the first week of their senior year, 90 percent or higher would say that they are going to some type of advanced education," Sgt. 1st Class Terrazas explained. "Everybody wants to go to college. They hear it from their guidance counselors, they hear it from their parents, they hear it from their peer groups."

However, it is that same pool of students — those bound for

college — that is the target audience the Army is looking for, he says.

"The Army is as much concerned about quality of recruits as it is about quantity," Sgt. 1st Class Terrazas pointed out. "The Army is looking for smarter recruits; the high-tech Army that we have today requires it. We've found that college kids are ones that want more out of life. They are the achievers and have the potential to do more."

For many years, the Army made money for college a big part of its recruiting campaign in hopes of attracting bright young students to join the military. Through a combination of the Montgomery GI Bill and the Army College Fund, the Army has been offering \$70,000 in college money to potential recruits. That plan seemed to work well until recently, when recruiting numbers began declining.

Sgt. 1st Class Alphonso Clark, who also works out of the small recruiting station at a shopping plaza here, pointed out what he feels is another reason for the decline in recruiting: "The parents are saying 'Wait. Wait until the war is over. Wait until the troops start coming home.'"

Sgt. 1st Class Clark admitted the war on terrorism has worried many young people about joining, and has affected the advice they get from parents and other adults who influence their decisions.

Nevertheless, Sgt. 1st Class Clark said, there is sense of urgency to his mission. "We still have a war going on," he said. In March, the Army announced it would begin a new advertising

campaign to help recruiters reach out to parents, hoping it will convince them that service to the country is a patriotic and heroic duty.

Sgt. 1st Class Terrazas, who already has seen one of the television ads, said it's an excellent idea, but that the bottom line in recruiting hasn't changed. "We still have to reach the kids," he said. "They are the ones who make the final decision."

But as tough as the recruiting climate is, Sgt. 1st Class Clark said, the Army isn't interested in

many of the people who approach the recruiters in the hope of enlisting.

"Nine out of 10 will have problems," he explained. "They are the ones that usually want to join the Army because of personal problems. Either they dropped out of school, or they have law violations or something else is wrong. And the problem is that we can't do anything with them." Often, he said, those are people "the Army can't touch."



Army Sgts. 1st Class Ricardo Terrazas and Alphonso Clark of the Mount Pleasant Recruiting Station near Charleston, S.C., work closely together to bring in new recruits.



Representatives at the Leads Refinement Center place calls to prospects from the leads database. Photos by CW3 Christopher Higdon

Fine Tuning Leads for Recruiters

By Pearl Ingram, Editor, Recruiter Journal

What started out as a five-battalion leads refinement test program in August soon turned into a 10-battalion test by May. The target was to assist the recruiter by reducing the number of leads received that would not likely turn into a contract.

The recently set up Leads Refinement Center and the additional Future Soldier Center are test programs designed to make the recruiter's job a bit easier.

"The whole purpose is for one reason and that is to support the recruiter out in field," said Danny Free, a trainer for both the Cyber Recruiting Center and the Leads Refinement Center.

"In the past, they [recruiters] got 3x5 cards, which were called ADHQ cards, and over 90 percent of those were disqualified. So, they didn't believe in those leads from the beginning," said Free.

Now, when recruiters gets a lead from the LRC, according to Free, they know that there's a good chance that they have a contract because the prospect has already been pre-qualified with more than 40 qualification questions.

The LRC office opened in August as part of cyber recruiting; however, the Leads Refinement Center quickly out grew the space allocated to them in the corner of the Cyber Recruiting Center and expanded into one of Fort Knox's older build-

ings. Headed by Willie Johnson, a retired recruiter who now works for MPRI, the Leads Refinement Center began making calls with eight people on the phones and with leads coming in for five test battalions. Then in May, the test expanded to 10 test battalions, and the number of callers grew to 36. The test will continue until Oct. 1.

There's no elaborate computerized calling system at the LRC. Each call is dialed by hand by one of the 36 representatives. Each representative goes through a two-week training program to learn the regulations, just as a recruiter must learn, according to Free. Completing the aggressive training program, said Free, may just be the toughest part of the job for newcomers.

"What we're doing is looking for the qualified leads," said Johnson. "We ask them the qualifying questions to make sure they're qualified in basic standards 601-210, Chapter 2. That way, the recruiter gets a qualified lead on a person who is really interested in the Army — not just someone who is looking for a T-shirt."

The leads are sent to the leads center in database format and come from job fairs, county fairs, the exhibit vans, Golden Knights performances, and marketing events such as NASCAR.

"They are loaded into the system, and we call them to find their interest," said Johnson. Of course during the test period,

the leads that come in are only from the 10 test battalion areas, not from across the command.

"Our job is to make sure that the lead is qualified before we send them to the recruiter," said Johnson.

An estimated 21,000 leads have come in since April. After refinement for duplicates, those unable to contact, and bad contact information, about 17,000 were screened. Out of that number, about 900 went to recruiters, according to CW4 Jack Bailey, Chief of Special Missions.

Johnson says they call the prospects four times and e-mail them three times to make contact. For a 17-year-old, they don't call during school hours but call in the afternoon. For a person over 20 years of age, they may call in the morning or afternoon; however, everyone gets a call after 6 p.m. and no one gets called after 9 p.m.

To reach each time zone, representatives work shifts starting at 9 a.m. and running until midnight.

"It's good if you like interacting with people," said Johnson. Although he adds that the representatives may get a different attitude every time they make a call, depending on whether the prospect answers the telephone or if the prospect's mom answers.

The test program is going well according to both Johnson and Free. They think the LRC can save recruiters time. "Time is money in recruiting," said Free.



Employees for MPRI must first complete a two-week training course concentrating on prospect qualifications before beginning work in the Leads Refinement Center. Work consist of three shifts in order to cover calling hours in all time zones.

Getting It Right With Millennials

By CW4 Jack Bailey, Chief, Special Missions

The Millennial Generation has the ability to leverage technology for every facet of life, from banking and education to shopping and entertainment. Information has been provided to them abundantly and quickly. They have come to expect this degree of information, especially when making important life shaping decisions.

The Recruiting Command acknowledges the change in expectations and has taken some bold steps to meet them. In April, USAREC launched a portion of its Customer Relationship Management program in an effort to exploit technology and affect information immediacy.

Customer Relationship Management, or CRM, can best be described as, “a business strategy that acknowledges the changing, constant needs of the customer and the responsibility of an organization to respond to those needs in order to be successful.” CRM is effective in meeting expectations as the strategy evolves with the changing needs of the customer.

The USAREC CRM program is comprised of three stand-alone cells that will provide lead generation — the Cyber Recruiting Center, the Lead Refinement Center, and the Future Soldier Center.

The CRM program is transparent to recruiters and is managed from USAREC Headquarters. The program uses technology as a means to communicate, providing as much information as the individual wants and in real time.

Almost everyone is familiar with cyber recruiting, and its function as a lead generator will not change. The LRC, however, is the point where leads will be pre-screened by contract personnel via telephone or e-mail before they are sent to recruiters. The LRC is intended to provide immediate feedback to the individual, meeting customer expectations and also reducing the number of poor leads sent to recruiters. The total number of leads forwarded will decrease; however, they will be quality propensed leads. Additionally, as much data as can be gathered about the individual and his/her interests will be sent forward with the lead via ARISS to assist the recruiter in the interview. The success of converting those leads into contracts lies with the recruiters and their ability to act on them immediately. Currently, the ADHQ leads for 10 test battalions are being pre-screened by the LRC and most feedback from the field has been positive.

The Future Soldier Center is also intended to use technology and provide additional contact points for Future Soldiers, their families, and influencers. Maintaining as much communi-



The Millennial Generation expects real time responses to their requests. The Leads Refinement Center meets their recruiting information needs.

cation as possible will meet market expectations, sustain motivation, and support retention. The *futuresoldiers.com* Web site will be the vehicle for Future Soldiers and their families to chat, e-mail questions and receive real time information about the Army. Ultimately, all Future Soldier training will be Web based and conducted through the *futuresoldiers.com* Web site, making it easier to manage and eliminating paper requirements. Over time, FSC contract personnel will also be able to capture individual data to help maintain customer-centric communication and to contact recruiters immediately of a potential FSTP loss.



From Former Ranger to Country Star

Story and photos by Stacie Shain, Kansas City Battalion

Country songs are full of colorful characters: friends in low places, hard-workin' men, and redneck women.

But country singers seldom croon about *character*, that sense of loyalty, duty, respect, personal courage, honor, selfless service, and integrity that's inside every American Soldier. That is until an Army veteran took his songs to Nashville.

Keni Thomas, a former Army Ranger and member of the Task Force Ranger unit that fought in Somalia in 1993, writes and sings music that reflects his military career.

"Everything I do is affected by my six-and-a-half years in the Army," said Thomas, who's more Johnny Cougar (Mellencamp) than Johnny Cash. "I know not everyone is into country music, but a good song is a good song."

And Thomas' CD, *Flags of our Fathers*, is loaded with good songs about courage, loyalty, respect, and service to others. His single, "Not Me," is moving up music and video charts rapidly, with lyrics that stand in stark contrast to the typical drinkin' and cheatin' songs country radio is famous for playing. This song tells stories of people who do not walk away from duties or responsibilities, even when they want to say no.

"I sat down with Brent Maher (a Nashville producer and songwriter who launched the careers of The Judds and wrote many of their top songs) during a songwriting session, and he asked me what I wanted to write about. We talked about things like leadership and making a difference," Thomas said. "We started telling stories, and some of them ended up in the song. The song shows that there are leadership opportunities at all stages of life."

Because Thomas is an advocate for leadership, character, and the Army values, the Kansas City Recruiting Battalion invited him to participate in its sponsorship of the National Association of Intercollegiate Athletics' Champions of Character program. Thomas spoke to area high school and college students, as well as nearly 1,000 NAIA basketball players and coaches at its men's Division I national championship in March. His messages reflected the Champions of Character core values: sportsmanship, responsibility, integrity, respect, and servant

leadership, nearly all of which correspond to Army values.

"Leadership is important at all levels," he told students from Central and Westport high schools in Kansas City during the NAIA tournament. "It doesn't matter whether you're the general in charge of everyone or the private who only has himself to lead. You lead by example, and you can make a difference."

Thomas also shared the same message with the entire student body at Ottawa High School and with students and staff at Ottawa University in Ottawa, Kan.

Thomas told the NAIA basketball players, with many in the audience who were at the ends of their athletics careers, that leaders are needed at every level. He related a story from his first day at the 75th Ranger Regiment in Fort Benning, Ga.

"The sergeant major walked in the first day and congratulated all of us for choosing for ourselves an honorable and noble profession. He said, 'Some of you will go on to have long and distinguished careers and be part of Ranger history. Some will do your time and get out. But remember that we need Ranger doctors, Ranger lawyers, and Ranger teachers.' I realize now that what he was saying is that we need leaders in our communities, our churches, and our country," Thomas said.

Thomas said that during the firefight in Mogadishu, he watched young men, including himself, become leaders. Character, he said, is the essence of leadership.

Director of Champions of Character Initiatives, Rob Miller, said college and high school students alike were awed by how Thomas could refer to his stories in such a laid-back manner.

"One student asked me how Keni could just discuss bullets flying by in a casual way, yet the student said he would love to have Keni on his team. They loved his story, his music, and his way," Miller said.

"I want to be the cool guy who's approachable and who can talk about nearly any aspect of the Army."

Thomas made a strong connection with students, particularly the many who waited to talk to him after his performance at Ottawa High School. Sophomore Stephanie Mars said she'll always remember what Thomas said about becoming a leader no



Keni Thomas performed for area high school and college students, as well as nearly 1,000 NAIA basketball players and coaches at its men's Division I national championship in March.



matter what your status is.

"He said that it didn't matter what grade you were in. You could still make a difference," she said. "And I see that he's made it big in music. It made me realize that if you have goals you can do it, no matter what."

Ottawa guidance counselor Jodi Grover said students related so well to Thomas because he was able to talk to them on their level without talking down to them.

"Keni really put things into perspective when he asked who the seniors were, and the juniors, down to the freshmen. Kids can relate to helping younger kids and relate to the concept of not leaving anyone behind," Grover said.

"He really tied his story into things the students can understand. When he talked about joining the Spanish Club, he was showing them how they could commit to something on the terms they understood."

Thomas had such an impact that Ottawa High School students took up a collection and made a donation to the Hero Fund, an organization the singer started to provide college scholarships to children of Special Operations Soldiers killed in training or combat. The fund helps to pay college expenses for about 600 children at the university or technical school of their choice. Prior to Operation Iraqi Freedom, according to Thomas, the fund supported nearly 300.

Although Thomas has traded combat boots for cowboy boots, he tells young people that the Army offers unlimited opportunities.

"If you're willing to put forth the effort, there is a ladder you can move up. The opportunities are there. But if you don't want to make a career of it, you don't have to. But you will never regret going into the Army. The time you spend there will be something you'll be proud of for the rest of your life. The

purpose and camaraderie cannot be found anywhere else."

And Thomas' genuine affection for and appreciation of the Army resonates with young people and recruiters alike.

Ottawa High School Future Soldier Vicki Owens said that talking to Thomas reaffirmed her decision to join the Army and train to be a paralegal.

"After hearing Keni speak, I felt even better about my decision," Owens said. "I figure if he has no regrets, then I could do it."

Owens also said that Thomas dispelled her fears about being a squad leader in basic training.

"I already have rank and have been chosen to be a squad leader. I wasn't sure I wanted to be a leader, but after Keni said it wasn't bad to step up and be a leader, I'm excited," she said.

Thomas offered Owens advice about Basic Combat Training and calmed her nerves about drill sergeants. "He told me that it's their job to get in my face, but they are really just putting on a show. He told me that I shouldn't let it bring me down. Driving home after school I realized that it was excellent advice, and I was so glad he gave it to me. I was nervous about going to basic, but now I'm pretty glad he calmed me down with the advice he gave."

Recruiters said that Thomas' visits with high school and college students helped reinforce the Army's message.

"Principals are more welcoming to the Army recruiters when they go to the schools," said Sgt. 1st Class Scott Carlton. "The teachers can't talk enough about the Army. And now we have teachers asking us to do presentations for their classes in subjects such as history."

Carlton said that recruiters who telephoned juniors and seniors who saw Thomas' presentation automatically associated them with Thomas and his message. "'Aren't you the guys who brought Keni Thomas in to speak to us?' was something we heard a lot the week after Keni made appearances," he said.

Additionally, Ottawa University offered recruiters a student list during Thomas' visit, the first time the private school had provided a roster in countless years.

To listen to Thomas' music or watch his video for "Not Me," visit www.kenithomas.com. For additional information on the Hero Fund, go to www.herofund.com.

Safety First - Household items can be poison to a child

Armor Center Safety Office

As consumers, we buy more than a quarter of a million different household products that are used in and around the home for medication, cleaning, cosmetic purposes, exterminating insects, and killing weeds.

These items are valuable in the home and for yard maintenance, but misuse, especially when products are used in inappropriate applications or quantities, can cause illness, injury, and even death.

Each year more than 6,000 people die and an estimated 300,000 suffer disabling illnesses as a result of unintentional poisoning by solid and liquid substances. Unintentional poisonings can happen to anyone, at any time, in any situation.

Home unintentional poisonings, however, can be prevented. While child-resistant packaging has greatly reduced the number of fatalities among children under five years of age, parents, grandparents, and other caregivers must still be cautious.

Following label directions for all products, including medication dosages and proper storage of potentially toxic products, are important precautions to heed.

Poisonings from solids and liquids such as drugs, medicines, poisonous houseplants, cleaning products, and pesticides cause approximately 6,300 deaths in the home annually.

An additional 500 deaths in the home were due to poisonings from gases and vapors such as carbon monoxide.

These deaths are not all among children. Another age group at risk is adults age 25 through 44. Many adults are unintentionally poisoned when they do not follow label directions on medications or household chemicals.

You can keep yourself and family members safer by being aware of potential hazards and observing these suggestions from the National Safety Council on ways to poison-proof your home.

Bathroom

- Have a “child-proof” cabinet that locks. Even if your medicine cabinet is “high-up,” youngsters are inquisitive and avid climbers. They can easily reach a cabinet by climbing from the toilet (or other convenient object) to the sink and thus reach into the cabinet.

- Use child-resistant caps and keep medication lids tightly closed. A child-resistant cap is meaningless if not properly fastened after each use.

- Never take medication in front of a child, or refer to pills as candy. Kids often mimic adults. Also, something that tastes awful to an adult may not faze a small child.

- Always follow the recommended dosage set forth by your doctor for all medications.

- Some mouthwashes contain enough alcohol to poison small children. Consider alternative products.

- Some toilet bowl cleansers are dangerously caustic and capable of burning human tissue if ingested.



Bedroom

- Mothballs and crystals should be hung in containers. If such products are used in closets or chests, they should be out of the reach of toddlers.

- Keep personal care items such as hair spray, cologne, perfumes, nail polish remover, nail glue remover, and astringents where children can't get into them.

Living room

- Children may be exposed to different lead sources in your home. Small children may chew on window sills, eat paint chips, or suck on their hands or toys, exposing themselves to lead dust. Lead poisoning can cause serious medical problems, especially in young children. Be sure your home is lead safe.

Kitchen

- Check under the sink and in cabinets. Look for stored products that could be hazardous when accessible to young children. These could include such items as bleaching agents, rust removers, drain cleaners, ammonia, oven cleaners, detergents, furniture polish, floor wax, metal polish, wax remover, and wall/floor/toilet bowl cleaners.

- Cleaning compounds and foods should never be stored together.

- Keep all substances in their original containers. Using beverage bottles or cans for storing cleaning fluids, liquid floor wax, and other household mixtures is very hazardous. Children, and even adults, might mistake the contents for the original beverage. Also, labels on original containers give important usage and safety information.

- Keep potentially hazardous cleaning compounds capped.

Do not leave an uncapped container unattended even for “just a minute” if toddlers are present.

Keep the number of your local poison control center (or national toll-free number, 800-222-1222) or family doctor posted near the telephone. Have the original container and its label when you call.

Richmond Hill recruiter is proud to serve

Story and photo by Emily Gockley
New York City Battalion

Staff Sgt. Danesh P. Kateli was in the United States of America for one year when he decided to serve the country that had offered his family so many opportunities. He enlisted in the Army on May 24, 1996. "I am originally from India, I am very proud to be part of the best of the best," said Staff Sgt. Kateli.

He is a trained field artillery surveyor. His duty stations include: Fort Sill, Okla.; Fort Carson, Colo.; Camp Stanley, Korea; Fort Stewart, Ga.; and now the New York City Recruiting Battalion at the Richmond Hill Recruiting Station. "Staff Sgt. Kateli is an outstanding recruiter and I am proud to have him on my team," said Queens Company Commander, Capt. Marc Gilbertson.

"Being a recruiter is one of the toughest jobs in the Army. In overcoming the challenges of this assignment, I have discovered my highest potential," said Staff Sgt. Kateli. His accomplishments as a recruiter include Top Regular Army Recruiter for Fiscal Year 2003 and numerous other awards throughout his



Staff Sgt. Danesh Kateli works at his desk at the Richmond Hill recruiting station.

time in recruiting. He is now working on earning his recruiter ring and he also hopes to earn the Morrell Award before he leaves New York.

Other awards he has earned during his career in the Army include four Army Commendation Medals and four Army Achievement Medals. He was deployed on a six-month tour to Afghanistan in January 2002 where he was responsible for translating for interrogators in Kandahar.

"My position as a recruiter in the New York City area lets me interact with a variety of people and offers me a chance to help change their lives for the better. For me, the satisfaction of this grueling job comes when a recruit of mine comes back to see me after going through training and

says thank you," said Staff Sgt. Kateli.

His short-term goals are to earn college credits towards his degree and to earn the Morrell Award. His long-term goals are to earn a Ph.D. in Electrophysics, to earn the rank of Sergeant Major of the Army and to be the best Soldier in An Army of One.

Staff Sgt. Kateli's wife, Jennifer, has remained strong by his side during his three plus years in the U.S. Army Recruiting Command. She has been very understanding and supportive of his recruiting duties.

PBR Swear In



Lt. Gen. Robert T. Dail, deputy commander, U.S. Transportation Command, Scott Air Force Base, Ill., conducted a Future Soldier swear in as part of the Professional Bull Rider's tribute to the American Soldier in St. Louis, Feb. 26. Fort Riley's Commanding General's Mounted Color Guard and OIF/OEF Soldiers of the St. Louis Recruiting Battalion represented America's Army drawing rafter raising applause from the capacity crowd. Photo by Dave Palmer.

State weightlifter joins Army

Story and photo by Chris Wilson,
Oklahoma City Battalion

Blood rushes to Kevyn Gray's muscles as the Future Soldier strains to pull 465 pounds from the floor. He fights to lock out his knees and roll back his shoulders, needed to complete his deadlift and giving a shot to be the Oklahoma State Powerlifting Champion. Growling through gritted teeth, Gray hefted the bar and let the weight drop to the rubber mats. The 465-pound lift earned Gray outstanding deadlift for his 145-pound weight class and second place in the overall competition, missing first by 10 pounds.

Gray's state finish completed a long-time goal for the Chelsea (Okla.) High School athlete who will soon join the Army in the Military Police.

"I kept thinking about winning. I wanted to win the championship," Gray said about his competition performance. "It's been a goal ever since I was a freshman."

Even though he didn't place first, Kevyn, the son of Ken and Regina Gray, has an outstanding list of athletic accomplishments. He competed in weightlifting for four years, was an All-District Linebacker on the football team and a track sprinter. Gray's lifts at the



Kevyn Gray, a weightlifter, will soon join the Army as a military policeman.

final weight meet were 245-pound bench press, 380-pound squat and a 465-pound deadlift.

"We'll miss Kevyn," said Len Windle, head football and weightlifting coach at Chelsea. "He's our hardest worker. He gives a 100 percent every time and won't say a word. He just goes out and does his job and won't say anything."

"We didn't know he talked until last year," Windle added, laughing.

Gray's discipline and hard work has carried over into his recruitment.

"He's one of our better recruits," said Sgt. Jack Akers, the Claremore recruiter responsible for the Chelsea area. "He meets with me every week or he calls to stay in contact. He's going to make a good Soldier."

Gray is hoping that his discipline and athletic experience help him in his Army career, especially getting through basic training.

"I think it will help, but it's still going to be a challenge," he said.

He's looking forward to starting his Army career in July.

"I look forward to seeing new things and trying new challenges," Gray said.

He plans to use his service with the Military Police as the beginning of a career in law enforcement. The Army benefits were also enticing, but the main reason he joined was because the Army provided a learning environment no school could offer.

"I didn't want to sit in a classroom all day," Gray explained.

Recruiter tool — 'Army Bike'

By Barry Collins,
Dallas Battalion

What's chrome and black all over and has two wheels?

It's a new touring asset — a themed motorcycle, 'An Army of One.'

Created by Sgt. 1st Class Daniel W. Griffith, an AMEDD recruiter in Arlington, Texas, and his friend, Eric Job, 'An Army of One' is a custom-built motorcycle branded with Army logos and insignia.

"We were trying to create a bike with the look and feel of a classic chopper but at the same time incorporate some modern technology with an Army theme,"

said Sgt. 1st Class Griffith.

One look at 'An Army of One' would confirm their efforts.

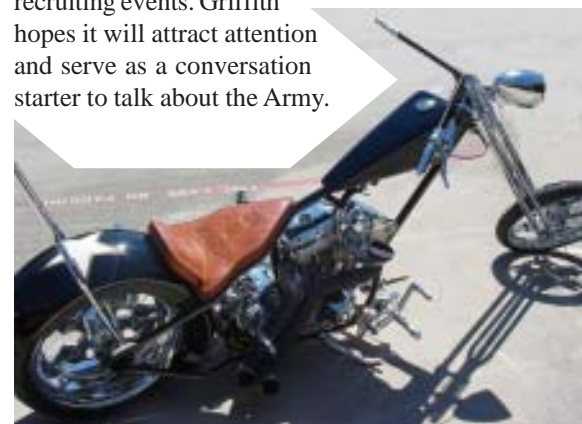
"It's handmade from the ground up," said Job, Sgt. 1st Class Griffith's partner.

The two have been putting in their off hours and weekends building the bike since August 2004. The completed masterpiece was unveiled at the Cleburne Mall, in Cleburne, Texas, March 2.

The rear wheel is a combination sprocket and brake disk.

"The pineapple hand grenade hull used as a shifter knob is part of the theme," Sgt. 1st Class Griffith said. Even the gas tank is custom made.

'An Army of One' will tour the area and visit different recruiting events. Griffith hopes it will attract attention and serve as a conversation starter to talk about the Army.



Private possesses the 'write stuff'

Story and photo by Janet Heyl
Pittsburgh Battalion

Lauren Page believes she has the write stuff. For Page, the write (and right) stuff consists of a desire to communicate coupled with solid typing skills. Those attributes landed Page a coveted position as a 46Q or Army journalist.

"I'm really excited because there are only a small amount of



Pvt. Lauren Page poses with her father, Master Sgt. Michael Page, who serves as a trainer for the Pittsburgh Recruiting Battalion. The younger Page, who hopes to become an overseas military correspondent, shipped for basic training on March 30.

openings," she explained. "I got the last available active Army slot."

The future Army scribe and daughter of Pittsburgh Recruiting Battalion trainer, Master Sgt. Michael Page, said she has always wanted to be a writer.

"I love anything about journalism," she stated. "I like that you can write about what you feel and anyone can read it and you can share your opinion."

For the past two years, Page has been honing her craft at Little Miami High School in Ohio where she helped produce the student newspaper and yearbook. She also was enrolled in a creative writing class and is a past winner in the *Power of the Pen Award Teen Writing Contest*.

Page shipped on March 30 for basic training at Fort Jackson, S.C. Her Army journalism training will span 14 weeks of advanced individual training at the Defense Information School at Fort Meade, Md.

According to Page, combining her love of writing and the military was a natural fit. "Growing up in a military family gives you a new found respect for the military and family life, you don't take life and family for granted," she said. She added that having a recruiter-father helped her to realize this.

"My father has a very strong belief in family. Before he was assigned to recruiting detail, we had a family dinner at seven every night," she noted. "During recruiting, he sometimes didn't get home until 10 at night, but he always managed to say goodnight to us."

Page said her best friend is somewhat surprised by her career choice.

"She says I'm crazy, but she's also excited because she knows I'll be doing what I love to do," Page stated.

Her father admitted he wasn't at all surprised about his daughter's decision. "She's been writing poems and short stories since she was about 10," he said. "In the past four-to-five years, I thought she would go in the military."

The younger Page said she hopes to one day realize her career goal — to become an overseas military correspondent.

"I want to cover war and poverty throughout the world," she explained. "I want to put the facts in peoples faces and bring the stories to the home front."

Special Ops Van yields recruits

By Nancy Marquardt, Denver Battalion

April proved to be a great time for Colorado Springs, Colo., recruiters to host the Special Operations Forces Adventure Van at local high schools. Just one exhibit at Widefield High School on April 12 resulted in 20 leads and two testing appointments.

The Army introduced its \$1 million Special Forces Adventure Van at the Super Bowl, Feb. 6. The interactive

Special Ops-specific exhibit is comprised of state-of-the-art technology used to create excitement about the Army, while generating quality leads for recruiters.

"The van sure generated a lot of excitement for us at Widefield. Besides 148 students, we attracted administrators, faculty members and the high school newspaper. The newspaper took lots of photos and will publish a story about the experience. That's great exposure for us, and will most likely generate even more interest," said Sgt. 1st Class Luis Galicia, Security Recruiting Station.

The 60-foot tractor-trailer exhibit includes parachute, AH6 helicopter, ground mobility vehicle and unmanned aerial vehicle simulators, rucksack lift, Soldier displays, touch-screen Special Operations job information and Army Game stations.

"The thing is huge," Sgt. 1st Class Galicia said. The vehicle requires a space 75 feet long and 16 feet wide for set up.

Accessions Command designed the Special Ops Van for national targets, two- and four-year colleges and universities, and high schools.

Black History luncheon raises community awareness

By Mary Auer, Indianapolis Battalion

A new partnership between local Army recruiters and the Lake County Sheriff's Department to aid at-risk youth is one of the first benefits generated by Indianapolis Battalion's Black History Month COI luncheon held Feb. 25 in Merrillville, Ind.

Lake County Sheriff Roy Dominguez was among more than 35 representatives from law enforcement agencies, post-secondary schools, and community organizations throughout the South Bend Company's area who attended the luncheon honoring the contributions of African-American Soldiers to the nation's defense. When guest speaker Col. Jerry De La Cruz Jr. of the Army Field Support Command, Rock Island, Ill., took questions from the audience near the conclusion of his address, Dominguez expressed concern about local teens who lack direction and goals in life. Could Army recruiters talk with some of these youth who still have a chance to turn their lives around, he asked.

If the response from other audience members was any indication, the sheriff and his staff weren't the only friends the Army made among northwestern Indiana COIs through this community outreach effort. Comments such as, "This is great," and "You should do this more often," were typical of the positive reaction this luncheon seemed to evoke from guests. The guidance department head from Gary's Lew Wallace High School earned rousing applause when she publicly commended her school's Army representative and encouraged other guests to take advantage of the support local recruiters can provide.

The efforts of recruiters to find new Soldiers for "an Army that looks like America" were also lauded by Col. De La Cruz in his address to the audience. The civilian Operations Officer and Deputy for Support Operations with the Army's Field Support Command, Col. De La Cruz



Col. Jerry De La Cruz Jr., Army Field Support Command, Rock Island, Ill., takes questions from the audience at the Black History Mnth COI luncheon in Merrillville, Ind.

also serves as commanding general for the Army Reserve's III Corps Support Command, Des Moines, Iowa, and was recently selected for promotion to the rank of brigadier general.

"Today's successful recruiter must have a high degree of pride and professionalism, a high level of skill and knowledge, an undying dedication to duty, and, above all, a loyalty to the Army as an institution based on a sincere and deep-seated belief in its values (loyalty, duty, respect, selfless service, honesty, integrity, and pride and courage), its culture and ideals," he said. "Despite the difficulties you face, you continue to bring in some outstanding young Soldiers — Soldiers who have become part of the greatest Army the world has ever seen."

He also reaffirmed the Army's commitment to equal opportunity in an America that has grown increasingly more diverse in its racial, ethnic, and religious composition, and will continue to do so in the future. Noting current demographic trends and figures from the latest U.S. census, he said the United States is approaching a time when non-Hispanic whites will no longer comprise more than half of the country's population and no single race will be a majority.

For young Soldiers entering the Army today, this changing demographic pattern is already a reality, he noted. "To them, this increasing diversity is simply part of the America they grew up in and inherent in all that we do. It is a key characteristic of the nation they will be called upon to lead and represent someday."

He responded to those who argue that observance of Black History Month is outdated and should be replaced by a study of American history in general by stating that black history "is woven indelibly into the pattern of American history.

"The study of black history illuminates the story of our nation's origins and its rise toward greatness

in ways that wouldn't be possible if we somehow tried to exclude black history, ignore it, or incorporate it into a vague overall view of the past," he stressed.

"Knowing black history puts a new perspective on the way we see America today, and how we see it going forward into the future."

He added that, while the nation and the Army have made substantial progress toward equal rights, there is still work to be done. Minorities are still under represented in the Army's officer and warrant officer ranks. These are challenges that lessons learned through the study of black history can assist us in facing.

"We have come to a point where there is no turning back," he said. "We are moving forward toward a new horizon of opportunity for black Americans and for all Americans — yet we must keep looking behind us for inspiration, guidance, and hope."

He closed his address with an appeal to audience members to carry a message back to their communities: the message that "America stands for freedom and that our nation's military is a force for freedom ... that people around the world who yearn to be free are counting on us — and that the future of freedom is in the hands of those who are willing to fight for it, and die for it if necessary.

"That's the lesson that black history has taught us — and that defines American history as well," he said.



Center for Army Recruiting Lessons Learned

By Mary Baker, CARLL

The Center for Army Recruiting Lessons Learned, or CARLL, Web site was launched on the Intranet site in 2001. Links to both the search and submit areas of the CARLL can be found in Recruiting Central on the Recruiter, Station Commander, and the BLT/CLT pages.

Additional links can be found on the CAR Library Web site, linked off the USAREC home page.

The intent of CARLL is to provide an avenue for recruiters who are doing well or exceeding to share what is working for them with recruiters who may be struggling or new to the recruiting environment.

For this reason, CARLL is always in need of USAREC's "best resource," the successful recruiter. Currently, the repository houses more than 400 accepted submissions. These submissions are fully searchable and available 24/7. The site is simple to navigate and submissions require little time.

Submissions can be provided as a simple narrative or can be attached files that support the submission. Any recruiter or staff member within the command can put together an informal lesson through the use of a simple submission form.

A "lesson learned" can be defined as any idea or method that may be of value to other recruiters. These lessons can benefit new recruiters or give seasoned recruiters ways

around a problem or issue they may not have considered. The CARLL was developed as a forum to share ideas. The more ideas, the better!

One key advantage of the site is the ease to search through ideas already posted — it is a system that allows both recruiters and civilian employees the ability to consult the recruiting corporate memory with unprecedented thoroughness, speed, and effectiveness. Recruiters should stop by often to see added ideas.

The more information entered in the CARLL, the more useful a tool it becomes. If a problem is encountered when accessing or using the site, contact Mary Baker at Mary.Baker@usarec.army.mil or phone (502) 626-0357.

Army announces latest retention and recruiting numbers

Army News Service

Soldiers continue to re-enlist in the U.S. Army at high rates. As previously predicted, the Army missed its April recruiting goals, but remains optimistic about achieving the Active Army's recruiting mission by Oct. 1.

Manning the military force includes two efforts: recruiting and retention. Retention continues to exceed Army projections. The U.S. Army remains focused on and supportive of Soldiers as well as their families.

As of the end of March, the Active Army re-enlisted 34,382

Soldiers, 106 percent of its mission for the first two quarters of the fiscal year. The Army was at about 90 percent of mission at this time last year and finished at 107 percent, boding well for the Army's retention mission this year.

The Army Reserve re-enlisted 8,291 Soldiers, 100 percent of its year-to-date mission, as of the end of March. The Army National Guard re-enlisted 15,689 Soldiers, 100 percent of its year-to-date mission.

The Army is applying additional resources to recruiting and remains cautiously optimistic to achieve the Active Army's Fiscal Year 2005 mission. Though the Army may not make some monthly goals, efforts remain strong to achieve the recruiting mission of 80,000 new recruits.

Recent enlistment incentives include adding specialties that will receive the maximum \$20,000 enlistment bonus for an enlistment of three to six years in the Active Army; the initial bonus payment is now \$10,000 following completion of initial entry training. The Army also expanded the student loan repayment program to all military occupational specialties. The Army Reserve offers non-prior service recruits up to \$10,000 for an enlistment of three or more years and prior service can earn up to \$15,000 for a six-year enlistment.

As of end of the April reporting period, U.S. Army Recruiting Command accessed a total of 35,926 Soldiers into the Active Army, 84 percent of the year-to-date mission.

As of end of the April reporting period, Recruiting Command accessed 7,283 Soldiers for the U.S. Army Reserve, 79 percent of the year-to-date mission.

The Fiscal Year 2005 Army Reserve recruiting mission is 22,175.

The U.S. Army National

Guard continues collecting its recruiting data from the 54 states and territories.



Influencer lapel pins available

A vendor named "Bama Jammer" has shipped the influencer lapel pins to brigade APA offices. Because of address concerns, each brigade APA received a shipment of 50,000 pins for distribution to battalions.

These pins are not available in the Accession Distribution Center. We plan to buy more in 2nd quarter FY 06 and will determine how to distribute and stock at that time. Meanwhile, if brigades need to order more, they can do so with direct funds. The vendor information is:

Bama Jammer, 2913 Governors Drive, SW., Huntsville, AL 35805-3722, telephone (256) 539-0950 or Web site at www.bamajammer.com.

Market analysis and collected data are leading marketers to believe that influencers are a key factor in the decision making process of the nation's youth. Once a decision is made to join the Army, we must maintain a concerted effort of including the parents, spouses, finances and even girl/boyfriends who play a vital role in that decision.

Wearing this pin accomplishes two things: 1) they demonstrate support toward their Future Soldier, 2) they open the door for others, friends and strangers alike, to notice them and share in the approval of their Future Soldier's decision

to join the Army.

These pins are unique and are not meant or intended for distribution to everyone. They are intended for parents, spouses, fiances and even girl or boyfriends. Recruiters, CLTs, and BLTs should look for opportunities to present these pins in person.

The point of contact in G-5 for these pins is Joyce Knight, 502-626-1962, joyce.knight@usarec.army.mil.

Is eArmyU for U?

By *Larane Smith, Education Services, HQ USAREC*

At times referred to as the Army's Education Flagship, eArmyU has recently gone through some changes. As a virtual education center, online learning is as easy as "one stop shopping." A click of an icon enrolls students into classes of their choice. With the same click, tuition is paid and books are ordered. It's that easy!

First introduced as a recruiting tool, eArmyU has seen several changes, the latest of which impacts Soldiers who want to reenlist. eArmyU's Technology Package (sometimes called "laptop version") is available to any Soldier (E-4 - E-6) who reenlists in the Army. The process is painless: the Soldier meets with his/her retention officer and expresses the desire to enroll in eArmyU. At this time, the retention officer begins the paperwork and sends the Soldier to the Army Continuing Education Center to meet with an Education Guidance Counselor to get information and final enrollment guidance.

Another recent change to eArmyU is the eCourse (formerly called the non-laptop version.) eArmyU eCourse is avail-

able to any Soldier who is interested in online learning. Soldiers interested in eCourse should meet with an Education Guidance Counselor for detailed information and eligibility requirements.

All eArmyU and eArmyU eCourse eligibility requirements can be found on the eArmyU Web site at www.earmy.com. It is recommended that Soldiers who want information access this site to get the basic eligibility criteria and an over-



all feel for online learning. While online learning is a convenient medium of higher education, it is not right for everyone.

It takes discipline to maintain the day-to-day course requirements and commitments. It is, however, a wonderful way for busy Soldiers to get an education. eArmyU is the flagship of "any time, any where" learning and many soldiers have used this medium with great results. The key to a good education: discipline and desire.

While eArmyU is not for everyone, interested Soldiers should contact their servicing Army Continuing Education Center for information and help on making their decision.

Uniform policy update

The Department of the Army released implementing instructions regarding the Army Combat Uniform, ACU. The ACU re-

places both the temperate and enhanced hot weather BDU in the clothing bag and the desert camouflage uniform as an organizational clothing and individual equipment item. The ACU began being fielded as an OCIE item in support of Operation Iraqi Freedom and Operation Enduring Freedom to deploying units in February 2005. The ACU was placed in the FY 06 clothing bag, in the Army Military Clothing Sales stores in April.

USAREC Soldiers who are currently in possession of ACUs are authorized to wear the uniform in accordance with ALARACT Message 078/2005 in lieu of wearing the BDU. Uniforms will be issued at the Recruiting and Retention School to incoming recruiters and also at battalion level for those currently in the field on production. The mandatory wear out dates for the BDU with accessories is to be determined.

For information on uniform policy, contact Maj. Brian McDonald at 502-626-0092 or Sgt. 1st Class Willie Lanier at 502-626-0253.

New Army program for high-demand linguists producing results

By *Terri Lukach, American Forces Press Service*

A new Army military occupational specialty, 09L, is the latest weapon in the nation's arsenal in the global war on terror — and it's working, Army officials said April 20.

The L stands for linguist, and the program is designed to find and recruit native speakers of various high-demand languages and dialects for service in the U.S. Army. Thus far, 77

new recruits have been trained and mobilized. All are serving in the U.S. Central Command theater of operations — a requirement they were made aware of upfront — and the results have been just what commanders hoped.

"We are really pleased with how this program has been going," said Naomi Verdugo, a recruiting and retention official with the Office of the Assistant Secretary of the Army for Manpower and Reserve Affairs. "We are getting some amazing feedback from the field that these Soldiers have served in very high-level situations, and that makes me very proud."

Program Director Army Lt. Col. Frank Demith said he hopes to recruit 250 Soldiers for the new occupational specialty in 2005. "The ultimate objective is to reach a steady state of 700," he said. "It will take us a few years to get there."

The 09L program began in February 2003, when the assistant secretary of defense for reserve affairs was tasked with recruiting native speakers to assist U.S. forces in Iraq and Afghanistan with interpretations, translations, cultural familiarity and an understanding of the nuances of body language. The two languages most needed were Dari and Pashto, the two most prevalent languages spoken in Afghanistan, and Arabic.

Individuals in this program are recruited directly into the Individual Ready Reserve for a period of eight years, officials said.

Within the IRR, they can be mobilized for various tours and assignments. "The flexibility aspect makes the IRR the ideal place for the 09Ls during this pilot phase of the program," an Army spokeswoman said.

Officials noted recruits do not need to be U.S. citizens, but they must have a "green card," which

gives immigrants official lawful permanent residency status in the United States. Once in the military, they are eligible for expedited U.S. citizenship.

“Bringing native speakers into the Individual Ready Reserve was a new initiative for us, and one that was very much needed,” LT. Col. Demith said. “We started to recruit the first speakers in August 2003 and have been very successful in finding native speakers of all dialects of Arabic, Dari and (Pashto).

“These are people who speak languages that we very much need, and we are very pleased with how the program has gone so far. Plus, they also provide us with cultural knowledge that sometimes American speakers of those languages don’t have,” he said.

“When you meet these people, you are so impressed because they are coming in for reasons of patriotism,” Verdugo said.

“Many were abused by Saddam Hussein. We have one Kurdish soldier who was gassed by Saddam, and some have lost family members at the hands of tyrants overseas. So they have a very patriotic motivation for coming into the Army. They are grateful for this country and want to pay back,” she said.

Army announces Combat Action Badge

Army News Service

A Combat Action Badge will soon be available to all Soldiers who engage the enemy in battle.

Although the Close Combat Badge was once considered an option, Army leadership created the CAB instead to recognize all Soldiers who are in combat. They said the decision was

based on input from leaders and Soldiers in the field.

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

The CAB may be awarded to any Soldier, branch and military occupational specialty immaterial, performing assigned duties in an area where hostile fire pay or imminent danger pay is authorized, who is personally present and actively engaging or being engaged by the enemy, and performing satisfactorily in accordance with the prescribed rules of engagement.

Commanders at the rank of major general will have CAB award authority.

The CAB is distinct from other combat badges, officials said. The Combat Infantryman’s Badge, or CIB, and Combat Medical Badge will remain unchanged, they said.

The Army will release an administrative message outlining exact rules and regulations for the CAB in the near future, officials said.

Although the final design of the CAB has not yet been released, officials said the award should be available this summer through unit supply and for purchase in military clothing sales stores.

For more information on the CAB, see the soon-to-be-operational

CAB Web site at www.army.mil/symbols/combatbadges.

The new Web site for The Soldier’s Guide to Citizenship Application is <https://www.hrc.army.mil/site/active/tagd/pssd/ins.htm>.

15-month enlistment option available nationwide

The U.S. Army Recruiting Command announced nationwide expansion of the 15-Month Plus Training Enlistment Option, a short-term enlistment program designed to promote and facilitate military enlistment in support of National service.

This enlistment option was implemented in October 2003 as a pilot program in 10 of the 41 recruiting battalions: Albany, N.Y.; Columbia, S.C.; Miami; Raleigh, N.C.; Cleveland; Kansas City, Mo.; Oklahoma City; Sacramento and Southern California (Mission Viejo, Calif.), and San Antonio, Texas.

The 15-Month Plus Training Enlistment Option is now available nationwide for qualifying individuals who enlist in one of 59 military specialties.

Applicants enlisting for this program will incur an eight-year military service obligation. This MSO will consist of 15 months of active duty after completion of basic and advanced individual training and 24 months of satisfactory participation as an active drilling member in the Army Reserve or National Guard. Soldiers have the option of serving the remainder of their eight-year MSO in one of three ways, as:

- an active drilling member of the Army Reserve or National Guard;
- an inactive Individual Ready Reserve (IRR) member; or
- member of a National Service Program designated by the Secretary of Defense (such as AmeriCorps or the Peace Corps).

Soldiers in this program also have the option of reenlisting to remain on active duty.

Individuals who enlist for the 15-month plus training option will be eligible to select one of the following enlistment incentives:

- a cash enlistment bonus of \$5,000 payable upon completion of the initial active duty obligation
- Student Loan Repayment of up to \$18,000
- a monthly education allowance for up to 12 months
- a monthly education allowance for up to 36 months

Gold Badges

APRIL 2005

5TH AMEDD

SSG Daniel Fernandez

ALBANY

SFC Rene Leandri

SSG Steven Burks

SSG Karl Ellenberger

SSG Warren Steele

SSG Edwin Raney

ATLANTA

SFC Tuesdae Campos

SSG Carlington Dobson

SSG Brian Johnson

SSG Tony Lovett

SSG Harold Shorts

SGT Lameka Drake

BECKLEY

SSG Daniel Lucas Jr.

SGT Ricky Webb

CLEVELAND

SFC Robert Carlisle

SFC Stephan Vinski

SSG Philip Haessly

SSG Joshua Hughes

SGT Shawn Mousourakis

COLUMBIA

MSG Joseph Roberts

SFC Samuel Dowling

SSF John Kirby

SSG Marc Lafo

SSG Michael Robertson

SSG Joseph Strickland

COLUMBUS

SFC Andrew Horval

DALLAS

SFC Rodney Graves

SFC Alyce Hooper

SSG Raudel Hernandez-Davila

SSG Jon Aspergren

SSG Samuel Minton

SGT Randall Palmer

DES MOINES

SFC David Claycomb

SSG Stephen Feldhaus

GREAT LAKES

SSG Gary Cooper

SSG Brian Gunia

SSG Leonard Messina

SSG Derral Redwine

SSG Ted Weaver

HOUSTON

SFC Terry Rancher

SSG Danny Jimenez

SGT Paul Kerns

JACKSONVILLE

SSG Reginald Carnegie

KANSAS CITY

SFC Shaun Keithline

SFC Terry Wickham

SSG Christopher Butler

SSG Tameka Gilford

SGT Davis Dyke

SGT Grover Taylor

LOS ANGELES

SFC Roy Barbadillo

SSG Travis Brooks

SSG Maire Hunt

SSG David Johnson

SSG Timothy Marshall

SGT Jay Martin

MIAMI

SFC Nikata McBryde

SSG Enrius Collazo

SSG Eric Delgadoocasio

SSG Alberto Garcia

SSG Michael Nagle

SSG Jose Lopez Santiago

SGT Emily Logan

SGT Jose Rosario

MINNEAPOLIS

SFC Jonathan Platt

SSG Carl Phillips

SGT Brian Hoeben

MONTGOMERY

SFC Keith Thornton

NEW YORK CITY

SFC Kendall Smalls

SSG Franciso Rodriguez

SACRAMENTO

SFC Ruben Samarripa

SAN ANTONIO

SFC Frederick Carter

SFC Dennis Clark

SFC Narciso Gaitan Jr.

SFC Victor Turner

SSG Robert Walker

SSG Luis Vidargas

SGT Eduardo Inguanzo

SGT Quinton Mikell

SALT LAKE CITY

SSG Adam Krueger

SEATTLE

SSG Caleb Carson

SSG Cory Hawbaker

SSG Gene Mackenzie

SPECIAL OPERATIONS

SFC Kristopher Ball

SFC Wilfred Gienger

SFC Jose Santana



SOUTHERN CALIFORNIA

SFC Susan Kostovick

SFC Heena Miller

SFC Baltazar Mora

SSG Gregory Carter

SSG James Chase

SSG Charles Hall

SSG Timothy Mezin

SSG Katia King

ST. LOUIS

SGT Lanail Booker

SYRACUSE

SFC Shauntel Thompson

SSG Jeremy Acosta

SFC Aaron Acla

SSG Barbara Almeida

SSG Terry Blunt Jr.

SSG John Kuhn

SSG Joseph Leone

SSG Namond Travis

SGT Anthony Almeida

TAMPA

SFC Julie Mapes

SSG James Vaughn

SGT James Grein

Recruiter Rings

APRIL 2005

ALBANY

SFC Matthew Caron

ATLANTA

SFC Steven Pullins

SSG Todd Smith

BECKLEY

SFC Michael Pollut

SSG Brent Owens

CHICAGO

SGT Larry Fort

CLEVELAND

SSG Todd Fitzwater

COLUMBIA

SFC Richard Thompson

DALLAS

SFC Reginald Mitchell

SFC Alice Gatlin

SSG Fernando Batista

SSG Andres Sanchez

SGT Thomas Meador

DES MOINES

SFC Billy Blair

SFC Thomas Ryan

GREAT LAKES

SFC Joseph Stangler

SSG Jamie Hollen

HOUSTON

SFC Daryl Mumford

JACKSONVILLE

SSG Jean Thimothé

KANSAS CITY

SFC Benjamin Caswell

SFC Timothy Kempisty

SSG Thomas Hutchinson

LOS ANGELES

SGT Lionel Weems

MID-ATLANTIC

SFC Glenn Deshields

MILWAUKEE

SSG Christian Howell

SSG Mark Hurning

MONTGOMERY

SSG Stephen Essary

NEW ORLEANS

SSG Clay Usie

NEW YORK CITY

SFC Robert Knox

OKLAHOMA CITY

SFC Frederick Mierow

SFC Paul Nice

SFC Stephen Procell

SFC Ronald Morgan

SSG William Redwine II

SSG Dustin Storm

SSG Daniel Wheeler

RALEIGH

SSG Latonya Ramos

PITTSBURGH

SSG Michael Clark

SALT LAKE CITY

SFC Mark Cupples

SFC James Rairigh

SSG Thomas Andersen

SSG Paul Hatch

SSG Juan Magana

SAN ANTONIO

SSG Yvette Garcia

SSG Eric Jackson

SEATTLE

SFC Paul Parker



SSG David Weigel

SGT Tammy Brown

SGT Jared Stewart

SPECIAL OPERATIONS

SFC Brian Friedman

ST. LOUIS

SFC Jody King

SYRACUSE

SFC Enrique DeJesus

SSG Roger Simmons

TAMPA

SFC Carlos Alvarez

Morrell Awards

APRIL 2005

BECKLEY

SFC Love Jones III

SFC Michael Mitchell

SFC David Potter

COLUMBUS

SSG Chad Bailey

DALLAS

MSG Michael Forbes

SSG Raul Rodriguez

SSG Jevon Stubbs

DES MOINES

SSG Michelle Flores

GREAT LAKES

SFC Robert Arellano

SFC Donald Hiemstra

SFC Robbie Rohren

SFC David Spiker

HOUSTON

MSG Reginald Calhoun

SFC Benita Vasquez

JACKSONVILLE

SFC Angel Padilla

SFC Donte' Thomas

KANSAS CITY

SFC John Lunger

SSG Clayton Finch

OKLAHOMA CITY

SFC James Kizziar

PITTSBURGH

SFC Barbra Thomas

RALEIGH

SFC Kelly Davis

SEATTLE

SFC Gary Hall



ST. LOUIS

SFC Nicky Belfield

SFC Michael Towell

Top 10% of USAREC Station Commanders

APRIL 2005

BOLIVAR

SFC Brian Marvin
OWOSSO
 SFC Craig Russell
WARRENSBURG
 SFC Curtis Gowan
SAND SPRINGS
 SSG George Dillard
BELL HAVEN
 Mr. Johnny Smith
AURORA
 SFC David Alexander
PLYMOUTH
 SFC David Lee
SHOW LOW
 SFC Erik Romero
CITADEL
 SFC Francis Donaldson
TEXAS AMU
 SFC Lawrence Kagawa
BRISTOL
 SFC Linda Mullins
SANTEE
 SFC Michael Clark
GREAT BEND
 SFC Todd McVey
BROOKINGS
 SSG Lonnie Garrett
WEATHERFORD
 SFC Loyd Spaugy
MALONE
 SSG Roger Borja
PAMPA
 SSG Shawn Miller
WENTZVILLE
 SFC Kenneth Schoelhamer
WILMINGTON DEL
 Mr. Kenneth Friend
GRAND PRAIRIE
 SFC Bertha Middlebrooks
WAXAHACHIE
 SFC Christopher Voldarski
BLOOMSBURG
 SFC Johnny Copeland
ARLINGTON
 SFC Jose Ruiz
APOLLO
 SFC William W. Judge Jr.

HILLSDALE

SSG Derral Redwine
UNIV CHICAGO IL
 SSG Donald Wagman
ALEX CITY
 SSG John Godbey
DANVILLE
 SSG Lawrence Pounds
CHINO
 SSG Leticia Rocha
GLEN FALLS
 SFC Christopher Moos
ST CLOUD
 SFC David Moulton
TRACY
 SFC Daniel Martinez
BOWLING GREEN
 SFC Gerald Snider
BLACK CANYON
 SFC Valecia Rogers
AGUADILLA
 SFC Jamie Vallepalma
CROWLEY
 SSG Bobby Stanovich
VACAVILLE
 SSG Carmen McDavitt
MILILANI / HONOLULU
 SSG Debbie Carreira
EASTPORT/
WILLSONVILLE
 SFC Kenneth Edwards
SAN MARCOS
 SSG Ronald D. Fletcher
KENNESAW
 SFC Timothy Bundick
FAYETTEVILLE
 SFC Douglas Mitchell
STAFFORD
 SSG George Lewis
DE KALB
 SSG Keith Tunstall
BARABOO
 SSG John Zonta
TULSA SOUTH
 SFC Keith Green
ORANGE PARK
 SFC Gregory Chapman

ANNAPOLIS

SFC Scott Geise
LAWTON
 SFC Gerald Phillips
ST. ROBERT
 SSG Keith Williams
NEWPORT NEWS
 SFC Bo Scott
ARDEN
 SFC Donald Lenmark
AURORA
 SFC Anthony Wilcox
JASPER
 SFC Billy Bohannon
DEWITT
 SFC Derrick Gordon
PARKERSBURG
 SFC Donald Lamb
SELMA
 SFC Ervin Fantroy
COLUMBUS
 SFC Randall Gentry
GAYLORD
 SFC Gerard Fuller
FALLON - SIERRA
 SFC Gregory Dorsey
APPALACHIAN OCR
 SFC William Holland
KOREA / GUAM
 SFC Hyong Kim
STAMFORD
 SFC James Edwards
BULLHEAD CITY
 SFC Javier Gonzales
MILWAUKEE
 SFC Jeremy Cousineu
HOUGHTON
 SFC Lane Goldfarb
FYERSBURG
 SFC Robert Lipker
KINGSPORT
 SFC Nathan Billips
BROKEN ARROW
 SFC Nayon Marrero
JUNEAU
 SFC Richard Bielefeld
ROUND ROCK
 SFC Ricky Grelk

LONGMONT

SFC Robert Bishop
MOUNTAIN HOME
 SFC Samuel McMaster
ONTARIO - BOISE
 SFC Thomas Andersen
FORT PAYNE
 SFC Johnny Thompson
ALTUS
 SSG Abel Manrique
GREEN RUN
 SSG Adrien Henderson
NAPERVILLE
 SSG Andres Villahurtado
IRVING
 SSG Brian Heffernan
SOUTHBRIDGE
 SSG Damion Orr
SANFORD
 SSG David Decriscio
SYLVA
 SSG William Dobson
MARINETTE
 SSG Edward Wuepper
SEDALIA
 SSG Erick Kuerst
LAPEER
 SSG James Pellow
HARRISIONBURG
 SSG Jason Church
WARSAW
 SSG Jeffrey Andrees
PETOSKEY
 SSG Kristina Hartman
METRO CENTER
 SSG Matthew Michler
NAPA
 SSG Michael J. Thomas
HUNTINGTON PARK
 SSG Omar Fonseca
BLUE RIDGE
 SSG Terry Peterson
HARBOR CITY
 SSG Ricardo Diaz
ORANGE
 SSG Robert Hopkins
BERLIN
 SSG Scott Haskell

1. Leadership competence builds upon what four critical skills of a leader?

- a. Protocol, operating systems, technical, tactical
- b. Political, sustaining operations, tactical, information
- c. Interpersonal, conceptual, technical, tactical skills
- d. Interpersonal, diversity, policies, conceptual

2. Decisive operations are operations designed to _____

- a. move large amounts of equipment and intelligence across the battlefield.
- b. determine the outcome of mission accomplishment goals for all recruiting efforts.
- c. determine the outcome and goals of all recruiting efforts.
- d. accomplish the mission, dominate current markets and expand the market.

3. Which of the following is the most important role of a recruiting leader?

- a. Train and grow subordinate leaders to operate decisively in uncertain environments
- b. Place priority on communication
- c. Establish a climate of integrity, mutual trust, confidence and respect
- d. Sustain Soldiers during challenging realities of recruiting

4. Which of the following are considered internal network opportunities?

- a. Future Soldiers, staff elements, schools, clubs, business, recruiting units
- b. Staff elements, other recruiting leaders, recruiting units, Future Soldiers and recruiters
- c. Schools, clubs, business, community, other organizations
- d. A.A.R., recruiting units, businesses, clubs and other organizations

5. Which of the following is an external network recruiting activity?

- a. Efforts to synchronize with the military community outside the Army
- b. Efforts to synchronize with the civilian community
- c. Efforts to synchronize with the recruiting units outside of the brigade
- d. Efforts to synchronize with the recruiting units outside of the battalion

6. What is risk management?

- a. Process of measuring, or assessing risk and then developing strategies to manage the risk
- b. The process of developing strategies to eliminate risk

- and the commander's duty to dissuade subordinates from taking risk
- c. The administration of, or protocols established for, the mitigation of conflict
- d. A leader's ability to go forward without concern for the outcome of related events

7. The penetrated market is the portion of the potential market that _____

- a. is qualified to serve in the Army.
- b. have failed to ship to the training base.
- c. currently serving in the Army.
- d. has already served at least 90 days of active military service.

8. All recruiting operations are _____

- a. continuous in nature concerning their planning and execution.
- b. never continuous in nature concerning their planning and execution.
- c. distractors to mission accomplishment.
- d. political and demographic in nature.

9. What are the two primary means of market segmentation for USAREC?

- a. Education and aptitude
- b. Tier I and Tier II
- c. Aptitude and ethnicity
- d. Geography and education

10. What is the focus of recruiting service support?

- a. Focus resources to support the commander's intent and the concept of operations
- b. Assist in the development of the commander's intent, yet can inhibit freedom of action
- c. Address recruiter's personal needs and provide personnel and the equipment to the fight
- d. Support the recruiting effort as directed from TRADOC and Army level G-staffs (G-1)

11. Which service oversees activities for enlistment and commissioning programs from civilian life?

- a. Family Readiness Program
- b. G-3
- c. Human Resources Division
- d. G-5

12. What are the physical means by which a commander directs and controls the operation?

- a. Recruiting services support
- b. TAIR events
- c. Recruiting operating systems
- d. Network-centric recruiting

The answers to this month's test can be found on opposite page.

Mission Box

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



1st Brigade



2d Brigade



3d Brigade



5th Brigade



6th Brigade

RCM April 2005

Top Regular Army Recruiter

SSG Christopher Dunham
Albany

SSG Dale Shavalier
Raleigh

SSG Michael Bartley
Chicago
SGT David Houtz
Chicago

SFC Thomas Smith
Des Moines

SFC Michael Turner
Phoenix
SFC Charles Nichols
Phoenix

Top Army Reserve Recruiter

SFC Steven Cramer
Albany

SFC Linda Choice
Atlanta

SSG Curtis Fast
Indianapolis

SFC Bertha Middlebrooks
Dallas

SSG Richard Laine
Portland
SFC Tommy Carder
Portland

Top Large Station Commander

SFC Andrew Patterson
Tonawanda
Syracuse

SFC Timothy Bundick
Kennesaw
Atlanta
SFC Douglas Mitchell
Fayetteville
Raleigh

SFC Charles Washington
Toledo West
Cleveland

SSG Ronald Fletcher
San Marcos
San Antonio

SFC Francis Donaldson
Citadel
Phoenix

Top Small Station Commander

SFC Steven Vachon
Presque Isle
Harrisburg

SSG John Godbey
Alex City
Montgomery
SFC William Judge Jr.
Apollo Beach
Tampa
SFC Arthur Tyree Jr.
Sebring
Tampa

SFC Christopher Swantek
Hillsboro
Columbus

SFC Kenneth Schoelhamer
Wentzville
St. Louis

SFC Michael Clark
Santee
Southern Calif.

Top Company

Fayetteville

Lawton

Top AMEDD

New York State

Florida

Ohio

Dallas

Rocky Mountain

Answers to the Test

1. c. UM 3.0, para 1-6
2. d. UM 3.0, para 10-1
3. c. UM 3.0, para 7-3
4. d. UM 3.0, para 2-1
5. b. UM 3.0, para 2-25
6. a. UM 3.0, para 7-37

7. c. UM 3.0, para 3.7.3
8. a. UM 3.0, para 3-23
9. a. UM 3.0, para 3-16
10. a. UM 3.0, para 5-1
11. b. UM 3.0, para 5-17
12. c. UM 3.0, para 7-6

230th UNITED STATES ARMY BIRTHDAY

June 14, 2005

