

RECRUITER

United States Army Recruiting Command

March 2006

Journal



Annual Awards and Sergeant Audie Murphy Club Inductees

page 16



RECRUITER Journal

U.S. Army Recruiting Command

March 2006

Volume 58, Issue 3

Commanding General

Maj. Gen. Thomas P. Bostick

Public Affairs Officer

S. Douglas Smith

Editor

L. Pearl Ingram

Associate Editor

Walt Kloeppel

Associate Editor

Mary Kate Chambers

Cover Design

Joyce Knight

The Recruiter Journal (ISSN 0747-573X) is authorized by AR 360-1 for members of the U.S. Army. Contents of this publication are not necessarily official views of, or endorsed by, the U.S. Government, Department of Defense, Department of the Army, or the U.S. Army Recruiting Command. It is published monthly using offset printing by the Public Affairs Office, U.S. Army Recruiting Command, ATTN: RCMPO-PA, Building 1307, Third Avenue, Fort Knox, KY 40121-2726; telephone DSN 536-0167, commercial 502-626-0167, fax 502-626-0924. Printed circulation: 13,600.

Deadline for submission of material is the first of the month prior to publication.

Periodicals postage paid at Fort Knox, Ky., and at additional mailing office.

POSTMASTER - Send address changes to:
Cdr, U.S. Army Recruiting Command
ATTN: RCMPO-PA (Recruiter Journal)
1307 Third Avenue
Fort Knox, KY 40121-2726

E-mail address:

RJJournal@usarec.army.mil

Intranet address:

<http://hq.usarec.army.mil/aparjournal.htm>



Contents

Features

5 In a New York Minute

Recruiters participated in the closing bell ceremony at the New York Stock Exchange and a nurse was commissioned by her husband in AMEDD.

6 Recruiting at Events

The Army sponsors or participates in more than 1,000 events per year. Vital Marketing identified a variety of best practices that appear to influence appointment generation at events.

9 Tattoos and Brands

Here's what you need to know on what's allowable on the policy change.

10 For PaYS, Good Things Come in Threes

Three Soldiers, signed onto the PaYS program when they joined, land jobs with corporate partners.



12 Recruiting and Retention

CinCHouse is a non-profit organization dedicated to helping military spouses understand and thrive in military life. It is important to know what the service member *and* his family are looking for in a military career.

13 January Numbers Show Solid Momentum Continues

All military services exceeded their recruiting goals for January. These successes helped build the momentum needed for the springtime months.

14 Hybrid Tour

Hybrid describes a recent educator/Future Soldier/prospect/referral/center of influence tour of Fort Myer, Va., conducted by Fairmont Company.



Departments

- 2 Commanding General
- 4 Chaplain
- 8 Pro-Talk
- 21 Safety
- 22 Field File
- 26 News Briefs
- 29 Salutes
- 32 The Test



Cover: USAREC annual awardees and SAMC inductees were honored at the ALTC in Nashville, Tenn., Feb. 2.

16 Annual Leaders Training Conference

Secretary of the Army Francis Harvey thanked USAREC's top recruiters for their commitment to manning the force at the ALTC. USAREC SAMC awardees were honored as well at the conference after the December induction was cancelled due to bad weather.

19 National Champion, World Champion Hopeful and a Recruiter!

Cpl. Matthew Walther was a national inline skating champion before he joined the Army. After his tour in Iraq, he's making a come-back to compete again.

20 Time for Family

Why is career advancement important? To most of us it's to provide a better life for our family. Make time for them and make it a priority.



Maj. Gen. Thomas P. Bostick speaks at the ALTC in Nashville, Tenn., Feb. 2. Photo by Sally Harding, Fort Knox Photography

ALTC rolling out our strategy

We are now approaching the half-way point in Fiscal Year 2006. Thanks to your hard work, we have achieved and exceeded our accession goals year to date. Very proud of the entire team ... keep up the great work!

Special thanks to our families. Your support is very important to our overall success. All too often thanking families is an afterthought, and it should be right up in front. Our families are an incredibly important part of this team. Thanks to all of you.

We had a very successful Annual Leader Training Conference. My thanks to all of those involved in the planning and execution of this important event. We rolled out our strategy for the remainder of FY06 and into the future, FY07-FY10. We made some changes in our day-to-day operations that we believe will have an immediate impact on your success. We've further refined our doctrine and have provided guidance to the field that will assist leaders, such as guidance to the company commanders. We'll do the same for other key positions to help focus our efforts across the command. We heard from Army senior leaders, including our secretary and vice chief of staff of the Army. This conference has helped to set the stage for the remainder of the year. Thanks again for your active participation.

I look forward to joining some of you at your Annual Training Conferences. Wish that I could attend them all, but I do want to take this opportunity to wish each of you a great conference, and to thank you and your families for your great efforts in support of the Army and the nation.

I would like to use this monthly forum to highlight what you've accomplished, what the rest of the Army is doing to support you, and my outlook for the second half of the year.

I believe we are beginning to see the impact of the increases to the maximum bonuses for Active and Reserve enlistment and the active enlistment age. And as we publicize the \$1K referral bonus throughout the Army, virtually every Soldier will be assisting in the recruiting effort. We also are seeing the impact of the Cyber Recruiting Station and the Lead Refinement Center (LRC) providing you qualified leads that turn into contracts, and reducing the time and effort that you would spend refining the leads yourselves. Between April 2005 and February 2006, the LRC received and processed over 230,000 leads that would have gone to recruiters. The LRC attempted phone calls, generated e-mails and conducted interviews that normally would be the responsibility of recruiters — on top of all of their other prospecting, processing and administrative responsibilities. Out of the 230,000 leads processed, the LRC terminated over 175,000 that were duplicates or leads with inaccurate contact data. Over 10,000 refined leads were sent to recruiters, resulting in 513 contracts as of Feb. 6, for a conversion rate of 4.9 percent. The response from the field has been positive. In June, the first iteration of a more robust, automated lead refinement process will be implemented for the entire command. Similarly, Cyber Recruiting has resulted in a conversion rate of approximately 24 percent.



Command Sgt. Maj. Harold Blount (left) and Maj. Gen. Thomas P. Bostick (right) present the Top Battalion award to San Antonio Battalion at the ALTC in Nashville, Tenn., on Feb. 2. Accepting the award is Command Sgt. Maj. James Pellechia (second from left) and Lt. Col. John Keenan. Photo by Sally Harding, Fort Knox Photography

As we move ahead, you will see even more refinement of our doctrine, NTC-like training events with some of our best observer controllers helping others “over-the-shoulder,” Mobile Recruiting Training Teams, and Future Soldier Remote Reservation System fielding command-wide. In marketing and outreach activities, we’re going to improve the link from national events to local events. We’re forging a tighter partnership with Cadet Command and we’re continuing to mobilize the Army and the nation in support of recruiting. We are also focusing on the well-being of our Soldiers and their families through initiatives on additional programs such as a Vacation Incentives program, Remote Duty Allowance, and fitness club memberships.

The Army recognizes your contributions, and it shows in Army promotion statistics. Our 79R E-7 promotion rate was 89 percent, versus the Army’s 30 percent. The USAREC sergeant major promotion rate was 13 percent compared to the Army’s 12 percent. And our detailed recruiters’ promotion rate was the same as the Army’s, 30 percent.

America shows its respect for you each day, by trusting their sons and daughters to you. They have placed a special trust in you, because you live and exhibit the Army Values as you work in communities across this great nation. We have a great obligation to maintain that trust in all that we do.

We will continue to work a variety of initiatives and incentives to support the recruiting effort. While recruiting is supported by bonuses, education, and other enlistment incentives, ultimately, it is the recruiter who will make a difference in this fight. Thank you for your hard work.

“I would like to use this monthly forum to highlight what you’ve accomplished, what the rest of the Army is doing to support you, and my outlook for the second half of the year.”

— Maj. Gen. Thomas P. Bostick

Pick it up!

Fall is a great time to live in the city of Atlanta. The weather is perfect and the leaves are painting a canvas full of brilliant colors. The best part of the season is football. College football in the South dominates the focus of every weekend. Legendary stories are told and retold every crisp, fall Saturday afternoon. Back in 1916, the Georgia Tech team played a tiny law school called Cumberland University. The game was a run-away from the start. Georgia Tech man-handled the University.

Near the end of the game, Cumberland had the ball and was moving up the field. Ed Edwards, the Cumberland quarterback, fumbled the snap; while the ball was kicked around on the field the giant Tech players invaded the backfield. Ed screamed to his teammates, "Pick it up! Pick it up!"

Beat up and tired from an afternoon of being pulverized by Tech, the running back shouted to his quarterback, "Pick it up yourself – you dropped it." Time finally ran out and Tech emerged the victors 220 to 0.

Teamwork demands a selfless spirit. This esprit manifests itself in our ability to put others first over personal gain or recognition. Billy Martin, former manager of the New York Yankees said, "There's nothing greater in the world than when somebody on the team does something good, and everybody gathers around to pat him on the back." Whether in our marriage or in the station, teamwork is necessary. How can we build the concept of team into our relationships?

Leadership must first develop and communicate clear and fully comprehended goals. Every team member must buy into the goals and objectives. In this age of e-mail and Blackberries, we assume since we pushed the send button, everyone "got it." In order to assure that the message was received we must check it out. Ask the question, never assume. You may be surprised at what you learn.



Chaplain Lt. Col. Lyndell E. Stike

Build trust with your team members by spending one-on-one time in an atmosphere of honesty and openness. Be loyal to your Soldiers if you expect the same. Loyalty as an Army value is essential in the accomplishment of our mission and in the establishment of esprit de corps in our companies and battalions. Can your Soldiers trust the chain of command to act in their best interest or do they see themselves as pawns used and abused by senior leadership? "It is amazing what can be accomplished when nobody cares about who gets the credit," declared Robert Yates. Our Soldiers must know we are standing in the gap for them.

Teams must be given the opportunity to build trust and openness between members by spending time together in activities and events not necessarily related to the job. These events should encourage open communications and will take some creativity on the part of leadership. If you are not intentional you will never find the time or develop a plan to enhance your team. There will never be enough hours in a day, it will always conflict with other activities and team members may view the activities as a waste of personal time. Remain firm and you will succeed in building a stronger and more effective team. Babe Ruth said, "The way a team plays as a whole determines its success. You may have the greatest bunch of individual stars in the world, but if they don't play together, the club won't be worth a dime."

Team building is a challenge in the recruiting environment, however if we are to make mission you must persevere. Care for your Soldiers, build trust in the chain of command, and be honest in your communications. When Soldiers know you have their back, they will engage the enemy and take the hill. I agree with Kareem Abdul-Jabbar who stated, "One man can be a crucial ingredient on a team, but one man cannot make a team." Take the challenge to build and participate as a team player right there in your station, company or battalion. GODSPEED!

In a New York Minute



Above: Two New York recruiters, Sgt. Noelle Cherubim from Brooklyn North Company and Staff Sgt. William Stephens from Bronx Company represent the Army during a joint service invitation from the New York Stock Exchange to the closing bell ceremony. *Photo by NYSE photographer Mel Nudelman.*

Left: Theresa Ann Soto is commissioned second lieutenant in the Army Reserve Nurse Corps on Aug. 27, by her husband, Maj. Nestor Soto of the New York State Healthcare Recruiting Region, 1st AMEDD Recruiting Battalion. 2nd Lt. Soto holds a bachelor's degree in nursing. She worked as an open heart intensive care nurse before being accepted into the nurse anesthetist course of the State University New York at Buffalo. Upon graduating in 2006, Soto will serve as a nurse anesthetist in a reserve unit in North Carolina where the Sotos plan to settle after Maj. Soto's retirement. Maj. Soto has been in USAREC since 2003.

Recruiting at Events

Tips from the Field

By Richard Campbell
Field Marketing Representative, Vital Marketing

When it comes to using events as a recruiting tool, the U.S. Army sponsors or participates in more than 1,000 events per year. In terms of leads generated from these events, the collective agency team gathers more than 150,000 of them per year. On their own, these are very good numbers. But converting “leads from events” to “appointments conducted” and finally to “contracts” is one of the hit-or-miss variables in the recruiting process at events.

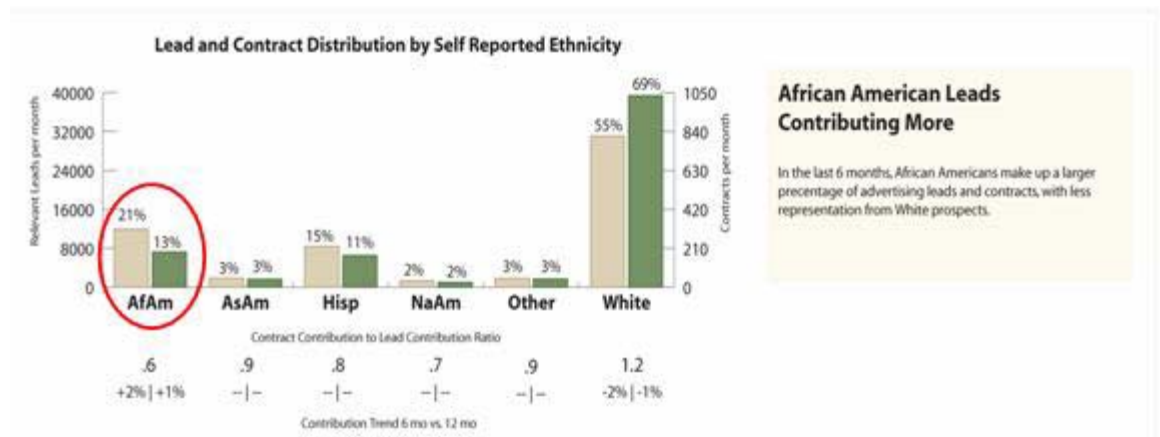
Vital Marketing, the African-American national events agency, sought a closer look at the event lead-to-contract process to help improve its own conversion rates. VM took its event coordination experience and identified a variety of best practices that appear to influence appointment generation at events. For an events agency, improving on-site appointments for recruiters is about the best improvement it can make given its tasking. The VM national events and field marketing team assessed the pre-event, event and post-event activities and spoke with a variety of recruiters to develop a list of techniques, internally called the Conversion Enhancement Tactics.

CET is an assessment of the VM experience in event marketing for the Army. They represent lessons learned from executing nearly 1,000 events for the U.S. Army during the past three years. CET also provides non-scientific alternatives for improving the pre-event coordinating process between the event agency/local vendor and the local battalion/recruiting station. They offer tips for integrating local recruiters at events and driving appointments onsite and incorporate tactics employed by recruiters who have achieved high appointment results at national events. Finally, CET shares select post-event strategies for recruiters.

CET was created after a 2004 Quarterly Meeting revealed that national AA events had conversion rates hovering at .06 percent. Although VM event programs were hitting lead goals, conversion rates remained low. VM developed CET and began incorporating various aspects into the event coordination process. Six months later, the 2005 quarterly report indicated that national AA events had a conversion rate of .18 percent, three times the original rate. Additionally, during the October 2005 Quarterly Meeting held at Leo Burnett USA in Chicago, the Center for Accessions Research indicated that AA leads and conversion were up, as shown in the chart. The area circled is AA (see CAR chart).

While implementation of CET may contribute to the advancement of leads and conversions resulting from national events, there are other factors such as lifestyle AA creative print and TV that are currently in market; interactive public relations; news media and other efforts driving overall AA interest in the Army. By no means can it be said that a direct correlation between the use of CET in national events and conversion of AA contracts has been proven, as no specific study has been conducted. In any case, we feel that sharing CET with a wider audience may encourage the use of these “best practices” to help improve lead quality.

CET can potentially aid your part in the recruitment process and be a beneficial “partner” whether it’s coordination, on-site activation or post-event follow up.



Conversion Enhancement Tactics

Pre-Event

1. Identify the event recruiter sooner.

All too often the recruiter coordinating the event with the agency or vendor is not the same recruiter working the event. The event recruiters arrive at the event without much prior notice and are sometimes not as prepared as the recruiter who had a complete briefing from the vendor.

2. The station commander should determine which recruiters will work the event and do the following things before each event:

- Review the event OPORD with the National Events Agency Coordinator or local vendor and the list of assets, premiums and number of field staff who will be at the event.
- Discuss specifics of the event with the Agency Coordinator and ask what has worked best when doing these types of events in the past.
- Meet with all the recruiters working the event and have them on call if possible but, if not, share the OPORD and list of assets and premiums with the event recruiters.

Post-Event

There are several things that a recruiter can do after an event to make sure that a potential lead is at least kept interested in the Army as a possible career choice if not eventually convinced to join. Some of these tactics include:

- Continue normal follow-up activities.
- Follow up with “hot” prospects denoted on the leads with references to the event.
- Act as a mentor to “hot” prospects.
- Maintain a list of “on-the-fence” prospects.
- Invite “on-the-fence” prospects to future events.
- Add parents of people who made appointments to your COI pool.
- Engage in the tenets of the New Doctrine (Transformational Leadership).
- Communicate conversion challenges to the agency team during follow-up calls.

On-site

1. Be a highly interactive recruiter with the consumer.

2. Engage all prospects 17 to 24 who appear physically fit and have them complete a lead card; approach with relevant lifestyle-oriented messages.

- Share lifestyle common interest (sports, schooling, music, family, etc.) instead of a direct U.S. Army message – Get to know the prospect.
- Talk about the event and what attracted them to the Army booth.
- Incorporate the U.S. Army seven core values in your talking points.
- Talk about school tests and share March 2 Success.
- Establish yourself as a mentor for select

Prospects.

- Share the lifelong benefits of the U.S. Army.
- Explain benefits of the PaYS program.

3. Engage prospects who immediately put on the U.S. Army T-shirt or dog tag.

4. Inquire about why the prospect likes the U.S. Army items.

5. Roam around and behind the asset display area and identify and approach the ideal prospect after they have completed a lead card.

6. If you talk for more than two minutes, obtain the name, make a mental or written notation and identify the lead card.

7. Make special marks on lead cards for prospects that appear genuinely interested in completing a lead.

8. Have a goal of 25 marked lead cards per event (goal size can vary based upon size of the event).

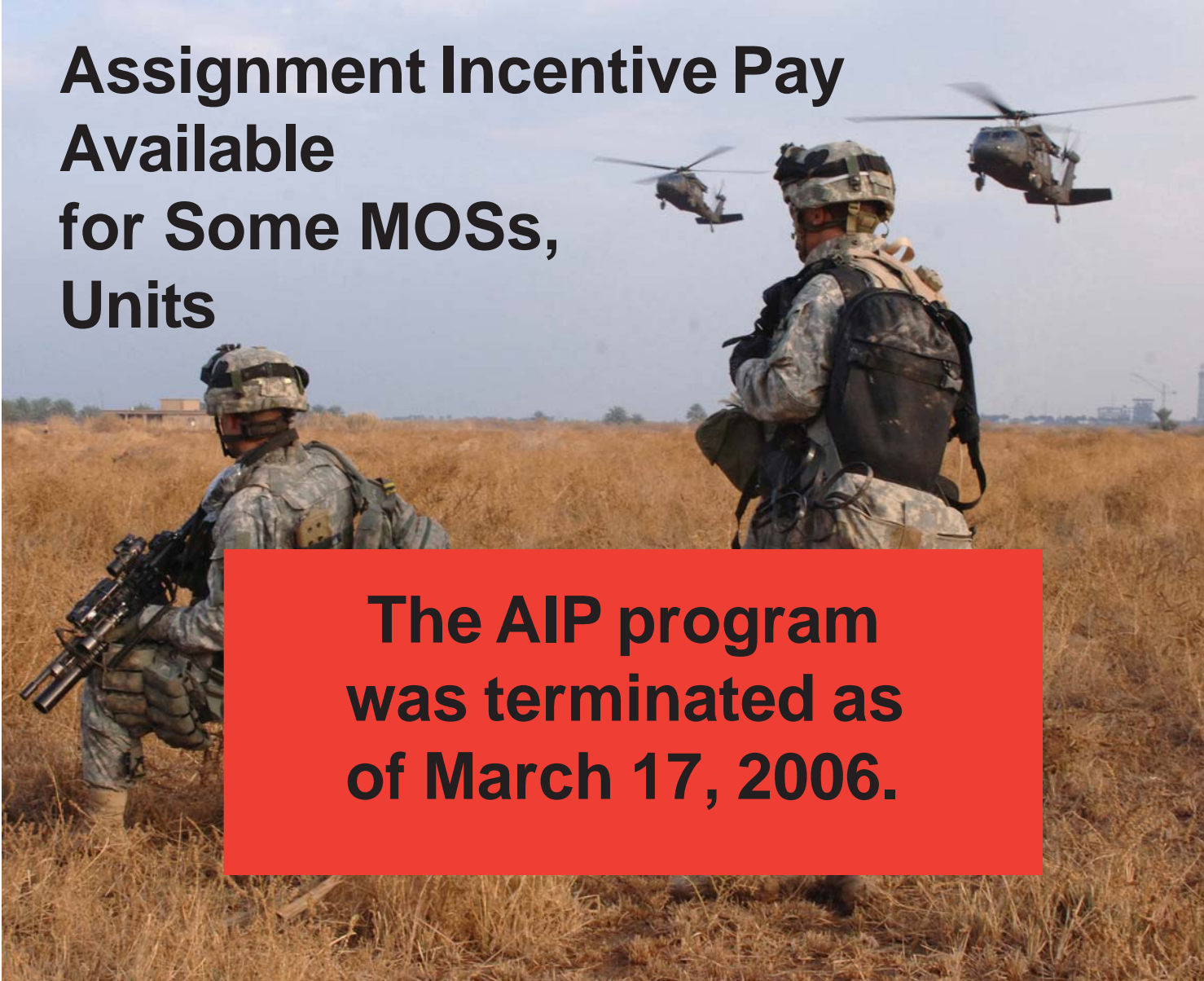
9. Use bull horn and be the Hype Man at the event

- Offer challenges on the bull horn.
- Encourage push-up competitions.
- Encourage other physical fitness competitions

10. Stay at the event until the end.

11. Have a meeting between the agency and recruiter to talk about the event and confirm receipt of lead cards prior to the event and after the event.

Assignment Incentive Pay Available for Some MOSs, Units



The AIP program was terminated as of March 17, 2006.

Photo by Staff Sgt. Kevin Moses Sr.

*By Sgt. 1st Class Kenneth Kispert
G3, Policy Operations*

The United States Army Assignment Incentive Pay program is designed to provide an additional \$400 per month (not to exceed 36 months) to Soldiers who have enlisted for a Military Occupational Specialty required by the Army in designated units.

AIP is being offered to Soldiers who enlist from July 13, 2005, to Sept. 30, 2006, for a specific MOS and understand that if they are assigned to a designated unit they will be entitled to AIP provided it remains in effect and they are otherwise qualified. If an applicant enlists for a Unit of Choice and that unit is a designated AIP Unit or if an applicant has enlisted for an MOS that may result in assignment to a designated unit, the opportunity to volunteer and receive this pay will be offered to at the

time the applicant completes basic and advanced individual training.

A designated unit for this program is a unit that has a high probability of deployment and likely to deploy overseas in support of the Global War on Terrorism. Soldiers will be offered the opportunity to volunteer for a 36-month assignment to such a unit.

AIP can be combined with other incentives currently offered. For example, qualified applicants are eligible for enlistment bonus incentives up to the maximum \$40,000 as well as the Army College Fund up to \$71,424. There are currently 34 MOSs available ranging from Infantry to Counter Intelligence Analyst. Available MOSs and units will change periodically dependant with the needs of the Army.

TATTOOS AND BRANDS

Here's what you need to know

USAREC G3

Any tattoo or brand anywhere on the head or face is prohibited except for permanent make-up. Tattoos are allowed on the hands and neck providing they are not extremist, indecent, sexist or racist.

Tattoos or brands that are extremist, indecent, sexist or racist are prohibited, regardless of location on the body, as they are prejudicial to good order and discipline within units.

All tattoos that are on the neck that are not vulgar, profane, indecent, racist or extremist are authorized as long as it does not extremely degrade military appearance. Only tattoos on the back of the neck are acceptable. The "back" of the neck is defined as being just under the ear lobe and across the back of the head.

Examples

Extremist tattoos or brands are those affiliated with, depicting or symbolizing extremist philosophies, organizations, or activities; those that advocate racial, gender, ethnic hatred, or intolerance; advocate, create or engage in illegal discrimination based on race, color, gender, ethnicity, religion or national origin; or advocate violence or other unlawful means of depriving individual rights.

Indecent tattoos or brands are those that are grossly offensive to modesty, decency or propriety; shock the moral sense because of their vulgar, filthy or disgusting nature or tendency to incite lustful thought; or tend reasonably to corrupt morals or incite libidinous thoughts, i.e., naked female or male bodies, graphic body parts, depiction of sexual acts.

Sexist tattoos or brands are those that advocate a philosophy that degrades or demeans a person based on gender, but that may not meet the same definition of "indecent", i.e., French Maid, Harem Girl, Man's Head on Dog's Body.

Racist tattoos or brands are those that advocate a philosophy that degrades or demeans a person based on race, ethnicity, or national origin, i.e., KKK, NETA, Aryan Brotherhood, Black Panthers.

Body mutilation and ornamentation are prohibited. Examples of this type of body art are, but not limited to, tongue splitting or forking, facial ornamentation, excessive diameter of a hole from a piercing of the ears, nose, etc.

Recruiters

Recruiters will use USAREC Form 1241 (Tattoo Screening Form) during medical pre-screen. If the applicant states they do not have any tattoos or brands, have them initial appropriate statement and sign the form. The recruiter will sign the form and forward with medical pre-screen form for projection.

If the applicant states they have tattoos/brands, the recruiter will ensure UF 1241 is completed regardless of description, location and meaning of tattoo or brand. The applicant will complete UF 1241. The recruiter will review and determine if tattoos/brands are in compliance. If the tattoos/

brands are in compliance, he will circle "are" and sign UF 1241. Recruiters will then forward UF 1241 with the individual's application to station commander to conduct the "hot seat" interview.

If the recruiter feels that tattoos or brands are not in compliance with regulations and policy, he will circle "are not," sign and inform the applicant he is not eligible to process.

If the recruiter determines the tattoos/brands are questionable, he will circle "may not be," sign and forward to station commander for further review. Those applicants who state they have tattoo/brands located above collarbone/shoulder will be identified as "may not be" on UF 1241 and forwarded to the station commander for review.

Station Commanders

While conducting "hot seat" interview of applicants prior to processing, or in initial step of tattoo determination, the station commander must review UF 1241 with the applicant.

For those applicants who list and identify tattoos/brands on UF 1241, the station commander will question the applicant to ensure all tattoos/brands have been listed and explanation is provided. The station commander will determine if tattoos/brands are or are not in compliance.

If the station commander determines applicant is in compliance, he will circle "are" above the signature line and sign UF 1241 and forward the applicant's record for projection through Guidance Counselor Redesign (GCR).

If the station commander determines the tattoos or brands are not in compliance, he will circle "are not" and inform the applicant they are not eligible to process.

For those tattoos or brands that are questionable, the station commander will circle "may not be," sign the form and forward it to the company leadership team for review. The station commander must ensure that all applicants who have tattoos/brands identified as above the collarbone/shoulder blade will be identified on UF 1241 as "may not be" in compliance and forwarded through the company leadership team for review by the battalion commander/XO.

Company Leadership Team

The company commander or first sergeant will schedule a face-to-face interview with the applicant to conduct a tattoo review. If the team determines the tattoos/brands are in compliance, they will circle "are" and return for processing.

If it is determined that tattoos/brands are not in compliance, they will circle "are not" and inform the applicant they are not eligible to process.

For those tattoos/brands that are still questionable, or those identified as above the collarbone/shoulder blade, the team will circle "may not be" and forward to the battalion commander or XO for final review.



For PaYS, Good Things Come in Threes

63B is Now Diesel Mechanic for RUAN Transportation

Story and photo by Shae Warzocha, PaYS

Like many other college students without scholarship funds, Cesar Gomez found himself struggling to stay in college. As a graduate from San Elizario High School in El Paso, Texas, Gomez considered the Army but wanted to try college first. The very first semester Gomez saw he could not support a family, pay for a college degree and work full time. It was then he remembered the good things his dad said about being a diesel mechanic in the Army and decided to contact the Army.

Gomez qualified for MOS 63B Light Wheel Vehicle Mechanic and was pleased that it came with the Montgomery GI Bill. It was Gomez's Army guidance counselor who first offered him the PaYS program in addition to his training and college money. He signed a Statement of Understanding to interview for a position as a diesel mechanic with RUAN Transportation Management Systems after his Army enlistment.

In 2002, Gomez found himself at Fort Jackson, S.C., for basic training and at Fort Eustis, Va., for advanced individual training.

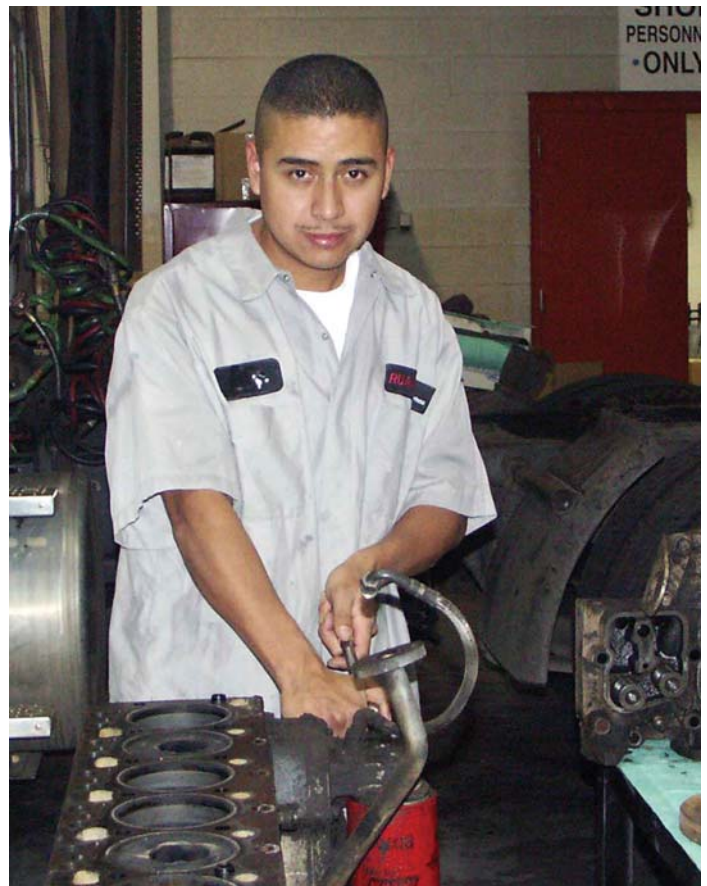
Shortly after training, as a member of the 89th Transportation Company, he served his rotation in Kuwait with a brief break before his deployment to Iraq.

Although he valued the training and experience he received during his Army enlistment, his family had grown to three children and his wife had carried more than her share during his long deployments, so he decided not to re-enlist.

Two other Soldiers in his unit were out-processing and together, they went to the Army Career Alumni Program to search the database for potential jobs. It wasn't until the ACAP advisor handed Gomez a copy of the Statement of Understanding he signed at enlistment, that he even remembered what the PaYS program was. "There was a contact number on the sheet for me to call and set up an interview. I had a much easier time because of PaYS. My friends had to keep looking and looking," said Gomez.

It only took one phone call for Mike Vilez, Ruan Transportation Management System's PaYS manager to link Gomez up with Tom O'Connell, the service manager for the maintenance shop in Tolleson, Ariz., a suburb of Phoenix. Gomez received an offer and accepted a diesel mechanic position on the nightshift.

"The nightshift lets me go to school during the day," Gomez explained. The GI Bill covers his classes at the Arizona Autom-



Above: Cesar Gomez works on a diesel engine for Ruan Transportation's maintenance shop in Tolleson, Ariz. Right: Dieulphete Georges is now a service technician for Sears.

tive Institute, where Gomez plans to get all eight technical certificates.

"It's only been a month but Gomez has proven himself as a hard worker, team player and skilled mechanic," said O'Connell.

RUAN Transportation Management Systems has been a PaYS partner since 2002 and plans to interview Soldiers for driver and mechanic positions in 10 states.

Sears Hires First Army PaYS Soldier as Service Technician

By John Spears, PaYS

Photo by Frank Margiotta, Sears

On Jan. 24, Sears, along with the New York City Battalion, recognized their first Regular Army PaYS hire, Dieulphete Georges, in a ceremony at the Sears Service Center in Hauppauge, N.Y.

Georges has been working for Sears as a service technician since April 2005, after serving three years in the Army. Georges is a native of Haiti and graduate of the City College of New York, where he received his bachelor's degree in mechanical engineering. Georges, who received his U.S. citizenship in 1996, said "becoming a citizen was one of the most memorable moments in my life next to joining the Army."

Georges joined the Army in 2001 because he felt it was his duty to give back to the country that had given him so much since arriving in America. He entered the Army as a specialist, due to his college degree, and as a 52D Power Generation Equipment Repairer with a guaranteed interview with Sears after his enlistment. Georges spent his entire three year enlistment in Korea and met his wife while stationed there.

Prior to exiting the Army, Georges contacted the Army PaYS helpdesk in order to facilitate his interview with Sears.

The Army PaYS program works, and will continue to work for the more than 143 corporations, companies and public sector agencies currently partnered with the Army.



Recruiter Journal / March 2006

PSYOPS Specialist Lands Management Position

Story and photo

by Rich Beckett

St. Louis Battalion

An Army Reservist assigned to the 317th

Psychological Operations Company at Jefferson Barracks in St. Louis recently landed a Walgreen's assistant manager position, becoming the company's first hire through the Army PaYS program.

Robert Dodson, 32, a Newport News, Va., native, started work at the Collinsville, Ill., Walgreen's in November and is enrolled in the management trainee program for the nation's largest drugstore chain.

Dodson, who earned a bachelor's degree in education from the University of Georgia, said he joined the Army to serve and defend the country and feels his PSYOPS training will help him immensely in his role as a Walgreen's manager.

"Customer service is similar to psychological operations ... you're the face and voice of the company just like you're the face and voice of the Army," he explained.

Dodson notes another similarity. "Walgreen's pharmacies breed a culture of precision much like the Army," he said. Pharmacists are consummate professionals, "they can't just grab this or that bottle, they have to be constantly honed in on what they're doing."

After enlisting in January 2005 and signing on to the PaYS program, Dodson said he immediately started receiving quarterly newsletters from Walgreen's giving him the impression "they knew who I am," he said.

"From the very beginning, I was impressed with the company." Of particular interest to Dodson was Walgreen's emphasis on a healthy workforce.

"It was like, we care about you," said Dodson.

Dodson's recruiter, Brandon Wood, a civilian recruiter for St. Louis Battalion, said he immediately thought of the PaYS program when the two first met.

"He showed great leadership potential, I thought he'd be ideal for a management position," said Wood.

Wood said a lot of the Army recruiters he comes in contact with don't use the PaYS program, which surprises him.

"It's a great recruiting tool and a great way to help out our partners by giving back to the communities."

By participating in the program companies will gain employees who have developed professional work habits and have been held to the highest standards. These future employees will be professionally trained and experienced in their specific job skill, according to the Army PaYS Web site.



Spc. Robert Dodson is assistant manager at Walgreen's.

RECRUITING & RETENTION

More Art Than Science

By Samantha L. Quigley, American Forces Press Service

Recruiting and retaining servicemembers is not rocket science, but it is hard work, a former defense official told a group gathered for the first CinCHouse convention held in January.

"It is mostly art; not so much science," said Charles Abell, staff director for the Senate Armed Services Committee. "It is, above all, influencing human behavior."

Abell served until recently as principal deputy undersecretary of defense for personnel and readiness. CinCHouse is a nonprofit organization dedicated to helping military spouses understand and thrive in military life. About 350 spouses attended the event.

Many theories exist on how to improve military recruiting and retention, said Abell. Some claim that higher pay and better health benefits for retirees are the key. Others say anything from more and better commissaries to tough training will do the trick. Those people are right and wrong, he said, adding that there is one important question to ask before any solution to recruiting and retaining servicemembers is formulated.

"Who is the military recruiting today?" Abell asked. The military is recruiting from a group that doesn't look or act alike, he said. They come from all walks of life. They're educated, display above-average aptitude, and are patriotic, though they won't admit it. What they are not, is the stereotypical perception of a recruit that the public holds, said Abell. Military recruits are not disproportionately poor or minority, nor are they youthful offenders.

"As a class, they're better than we were at their age," he



Forty-six Soldiers from Fort Carson, Colo., take the oath of reenlistment at Mile High Stadium moments before a divisional playoff game between the Denver Broncos and the New England Patriots. Photo by Spc. Clint Stein

said, comparing today's recruits to those who served in the draft era. "[That] tells us we need to listen to them and respond, and not to try to ... impose our values on them. That's transformational thinking."

Recruiting is harder than retention, Abell said. "Once they're in, we have more who want to stay in than we need," he said.

While there is no one right solution to attracting someone to the armed service and making him or her want to stay, there are guidelines. Sufficient pay, good benefits, stability and predictability, as well as educational and family programs are a good start, said Abell. But the military also has to earn trust.

"We need to be smart ... enough to recognize that I might be comfortable with a program or benefit, but you are not," said Abell. "I think we need a menu of programs, a menu of benefits from which a servicemember and their family can choose what they're looking for."

Another approach to maintaining quality servicemembers is taking an interest in them personally. This is perhaps the most important factor in recruiting and retaining the best and the brightest, Abell said.

"I hope, that in the end, we acknowledge that we should be advisers, mentors, teachers (and) coaches. And when it comes to family and individual decisions, not be the all-knowing father figure of the past," said Abell. "We must care about them; care about them passionately. We must care about them, not for them."

CinCHouse's convention was held in conjunction with Western Convention and Exhibition, or WEST, 2006, a technology, communication and national security conference. Co-sponsors are the Armed Forces Communications and Electronics Association and the U.S. Naval Institute.

January Numbers Show Solid Momentum Continues

By Donna Miles, American Forces Press Service

All the military services exceeded their recruiting goals for January — a trend that’s continued for eight consecutive months, Defense Department officials announced Feb. 10. The January figures reflect continued recruiting successes since last June, Air Force Lt. Col. Ellen Krenke, a Pentagon spokesperson, said.

“These successes are helping the services build the momentum they need as they approach the springtime months, which are traditionally slower times for recruiting,” she said.

Recruiting typically rebounds again during the summer months, following high school graduations, Krenke noted.

During January, the Army recruited 8,337 new members; the Navy, 2,726; the Marine Corps, 3,234; and the Air Force, 2,915, Krenke said.

In addition, three of the six reserve components met or exceeded their January goals. The Army National Guard reached 113 percent of its goal. Both the Marine Corps Reserve and Air Force Reserve met 100 percent of their goals.

The Army Reserve, Navy Reserve and Air National Guard fell slightly short of their January goals, Krenke said. (In January, USAREC achieved 2,404 accessions against its monthly Army Reserve mission of 2,342.)

Krenke credited a variety of initiatives — from pumping up the recruiting force to providing more generous incentives and more creative programs — with helping maintain success.

The January successes come at a time when retention remains high throughout the military, she noted.

This reflects the commitment servicemembers feel toward the military, Krenke said, and the professionalism of the force.

“Once people join the military, there’s a strong tendency for them to want to stay,” she said. “They recognize that military service is a total package — one that allows them to serve their country, be a part of a professional organization and enjoy a good quality of life, not only for them, but also for their families.”

January Statistics

	Accessions	Goal	Percent
Army	8,337	8,100	103
Navy	2,726	2,694	101
Marine Corps	3,234	3,044	106
Air Force	2,915	2,898	101

	Accessions	Goal	Percent
Army National Guard	6,341	5,614	113
*Army Reserve	3,114	3,234	96
Navy Reserve	757	859	88
Marine Corps Reserve	854	852	100
Air National Guard	678	752	90
Air Force Reserve	2,362	2,354	100

* USAREC: 2,404 accessions; 2,342 goal; 102 percent



Hybrid Tour

Future Soldiers visit Arlington National Cemetery. For many, it was a first-time experience.

Story by Karen Brockunier, Pittsburgh Battalion
Photos by Staff Sgt. Justin Florida

Say the word “hybrid” and most people (in these days of high gas prices) immediately think of automobiles that run on gas in addition to electricity produced by the vehicle itself. Manufacturers claim that “hybrids” might have a higher initial cost, but they get great gas mileage. Over the long run you’ll probably get your money’s worth and then some.

“Hybrid” describes a recent educator/Future Soldier/prospect/referral/center of influence tour of Fort Myer, Va., conducted by Fairmont, W. Va., Company. And while the initial cost might have seemed a bit high, it was actually in line with hosting four separate events — and Fairmont Company got excellent “mileage” out of it. They expect to continue doing so over the next few months.

“We’ve already shipped eight new Soldiers as a result of the tour,” said Fairmont Company 1st Sgt. Torrey Vap. “And I think we’ll see that many — if not more — over the next few months. It was like a shotgun blast that hit several different audiences and I think it’s really going to jump-start the referral program.”

“The tour was 1st Sgt. Vap’s idea,” said Fairmont Company commander Capt. Michael Reeve. “He had done a similar tour when he was first sergeant in Indiana Company and he put together an extremely well-planned and well-executed tour for us.”

Vap had made all the contacts with various people and units at Fort Myer, including the provost marshal, the Old Guard, the

287th Military Police Company, the superintendent of Arlington National Cemetery, the post dining facility and the Distance Learning Center. The day before the tour, he and Sgt. 1st Class Charles Hinson, commander of the LaVale station, traveled to Fort Myer as the advance team to do an on-site face-to-face and nail down all the details.

Reeve and several other recruiters met the tour participants at 6 a.m. on a November Saturday at the Morgantown Reserve Center and they all boarded a commercial bus. Also joining the tour were several vans driven by recruiters who had picked up passengers in some of their areas. With a final stop at the LaVale station to pick up more guests, the tour headed to the District of Columbia.

“Everyone had a real positive attitude — even if it was 6 in the morning,” said Reeve. “For a lot of the [Future Soldiers] and the prospects, it was their first trip out of West Virginia. After everyone was on the bus, we showed a little welcome video done by Lt. Col. Wade (the Pittsburgh Battalion commander) and then a couple of “hoo-ah” videos about the Army in general — they were really pumped up and even more excited.”

Vap met the bus and vans at Fort Myer as planned and the tour began with a stop at the barracks where some Soldiers of the 287th MPs lived.

“The MPs did a great job for us — they were squared-away

Soldiers and they talked to the kids and COIs about their jobs, living conditions and generally, about what life was like in the Army,” said Vap. “The first sergeant of the company even had us set up to see the dogs and their handlers, some patrol cars, body armor and some Humvees.”

The tour then went to the Distance Learning Center/ Computer Lab to get an idea of some of the educational facilities available to Soldiers — items of special interest to the educators and COIs.

After a lunch stop at the dining facility, the tour moved to Arlington National Cemetery where they saw the changing of the guard at the Tomb of the Unknowns, the Arlington House and the grave of President John F. Kennedy. The group then walked over to the National Mall and visited the Lincoln Memorial, the World War II Memorial, the Korean War Memorial and the Vietnam Veterans Memorial.

At 4 p.m. they loaded the bus on the National Mall and started back to West Virginia. They ended at Morgantown at about 10:30 p.m.

“It was a great trip,” said Vap. “There are only a few things I’d try to do differently. There was a lot of walking — maybe five or six miles and that took a lot of time so I’d try to get permission to use vehicles in some areas. And I also think it would be great to be able to get Army T-shirts for every participant.”

“Great,” or words similar, seem to be the consensus of many of the tour participants.

Nathan Gregorich, academic dean of the Junior College of West Virginia, certainly used such words to describe his impressions of the trip.

Gregorich was very impressed with the Distance Learning Center and the computer set up, the educational tools that were available and the knowledge of the person giving the tour of the center. But he says he was most impressed by the professionalism of the recruiters and all the Soldiers he met.

“The recruiters were very knowledgeable — they talked to us about what we were going to see and gave us information about the Army — they weren’t the “pushy car salesmen” that some people like to joke about,” he said. “But I think that going on the trip, seeing some of the Army facilities, meeting and interacting with the Soldiers and learning about the recruiting process will put us in a much better position to work with each other and help each other out. I can certainly recommend the Army as a viable option for consideration. I can see where our college would be appropriate for some of the Soldiers — especially for Reservists.”

Among others giving good reviews of the tour were Sgt. 1st Class Todd Cercone, commander of the Washington station; and Staff Sgt. Brent Barr (station commander) and Staff Sgt. Justin Florida, both of the Wheeling station.



Participants tour the Vietnam Veterans Memorial during Fairmont Company’s ‘Hybrid Tour.’

“It was a well-planned and well-executed event and I think that something like it should be standard operating procedure wherever possible, said Cercone. “We had 22 people from our area go on the trip — it strengthened the resolve of our [Future Soldiers] to stay committed to their decision to enlist. Two of the referrals who went along have already enlisted and right now I know of one more who will join as soon as we get some administrative stuff taken care of. They want to be part of that team.”

“It was the first time on an Army installation for a lot of them,” he continued, “and that, along with seeing all the sites in Washington — especially the changing of the Guard at the Tomb of the Unknowns — is going to keep on paying big dividends for us in the future.”

Barr agrees wholeheartedly that it was a great trip and one that was well planned.

“Some of our Future Soldiers were a bit nervous about how they’d fare in the Army — whether it would be what they thought it would be,” he said. “Now they’re OK about their decision to enlist. We’ll get our first grad alpha out of the trip on Monday.”

“And the funny thing about that grad alpha that Barr is talking about,” said Florida, “is that she didn’t even go on the trip — her brother did! He’s in the middle of the enlistment process and he came home and talked about the trip and everything that he saw, and the next thing we knew his sister, Melissa, and her parents came to the office to talk about her joining. She’s a student right now at West Virginia Northern Community College and is doing well there but she really wants to join. Her parents don’t have any problems with her leaving school because they know she’ll take classes while she’s in — in fact, they think it’s the best thing for both kids.”

Great mileage and more than our money’s worth.

Annual Leaders Training Conference

*By Mary Kate Chambers, RJ Associate Editor
Photos by Sally Harding, Fort Knox Photography*

Secretary of the Army Francis Harvey thanked USAREC's top recruiters for their commitment to manning the force during the Annual Leaders Training Conference in Nashville, Tenn., Feb. 2.

"Many of the Soldiers you recruited have already deployed and are really making a difference in Iraq and Afghanistan," Harvey said. "Your recruiting efforts are directly linked to our success in both places."

The conference also featured the annual awards presentations and Sgt. Audie Murphy Club induction. Awards had been delayed after bad weather was predicted at Fort Knox, Ky., in December.

Maj. Gen. Thomas Bostick, in his state of the command address, told recruiters and leaders to expect doctrine changes, training events, Mobile Recruiting Training Teams and FSR2S fielding command-wide.

Quality of life programs, including the vacation incentives, remote duty allowance and fitness club memberships are also a priority this year, he said.

"Fitness clubs for the Soldiers and the family members, we're going to do that, we're working hard to do that," Bostick said to cheers.



Secretary of the Army Francis Harvey praises USAREC leadership for their recruiters' hard work during a speech in Nashville, Tenn. Photo by Staff Sgt. Carmen Burgess

Harvey said even though recruiting goals have been set at a 10-year high that because of the leadership, innovation and dedication of recruiters, steady progress is being made in meeting this year's goals.

"You have been extremely successful for the last eight months," he said. "Keep up the intensity, keep a positive attitude, and work as a team, but above all, maintain the Army values."

During the conference, leaders took part in discussions and classes on doctrine, Lean Six Sigma and strategic planning sessions. Round robin training was provided by the ASB, Corps of Engineers and USAREC G5 on media and Army Brand Group. Spouses got training on child care subsidies, the military child education coalition, family readiness groups and Web resources.

Military award winners received a \$1,000 savings bond, a trophy and a class A uniform from AAFES. The board, held in Louisville, Ky., in December, based selection criteria on the "whole person concept" as well as hands on testing, essays, production, personal appearance, height/weight, communication skills and other Soldier skills.



RA Recruiter of the Year

Sgt. 1st Class Chad Christenson
San Antonio, 5th Brigade

First Sergeant of the Year

1st Sgt. Jason Horton
Indianapolis, 3d Brigade



Reserve Recruiter of the Year

Sgt. 1st Class Johnnie Hulett
Montgomery, 2d Brigade

NCO of the Year

Staff Sgt. Jeffrey Brown
Dallas, 5th Brigade



Station Commander of the Year

Staff Sgt. Brian Heffernan
Dallas, 5th Brigade

Additional winners

Recruiting and Retention School Instructor of the Year
Sgt. 1st Class Daniel Smith

Recruiting and Retention School
Division Chief of the Year
Sgt. 1st Class Luis Perez

Top Career Counselor of the Year
Sgt. 1st Class Dave Herbert

Chaplain Recruiting Team
3d Brigade

Civilians of the Year



Outstanding Administrative Support: Linda Beck, Secretary, Raleigh, 2d Brigade



Outstanding Technical and Program Support: Tina Inmon, Human Resources Assistant, G1 Headquarters



Outstanding Program Specialist: Sharon Keith, Training Technology Specialist, G7 Headquarters



Outstanding Professional: Ken Kuamura, Education Services, Des Moines, 5th Brigade



Staff Sgt. Luis Montano
New York City-New Jersey
HCRT, 1st Brigade



Staff Sgt. Clifford E. Brown
Albany, 1st Brigade



Staff Sgt. Jamie Jackson
Jacksonville, 2d Brigade

Sgt. Audie Murphy Club Inductees



Staff Sgt. Debbie Carreira
Portland, 6th Brigade



**Retired Sgt. Maj. of the Army
Raymond J. Moran,**
Honorary Inductee



Sgt. 1st Class Dionne B. Boles
Oklahoma City, 5th Brigade



Photos by Sally Harding, Fort Knox Photography



Staff Sgt. Angela R. Indardeo
New York City, 1st Brigade

National Champion, World Champion Hopeful and a Recruiter!



As a boy, Cpl. Matthew Walther dreamed of being an inline skating champion. Now a recruiter, Walther's passion for the sport has returned. *Photo provided by Cpl. Matthew Walther*

By Lenny Gatto, Mid-Atlantic Battalion

"It's like racing on wheels ... roller blades, only more advanced."

That is how Cpl. Matthew Walther describes inline skating.

He grew up knowing that his father was a regional speed skating champion in Missouri. Although Walther, a St. Louis native, was only 12 years old, after gazing at his dad's trophies, he said, "I knew I wanted to try it, too."

He didn't seem to waste any time. After only a few months on 'skates,' he began skating competitively. Later that year, he entered his first regional competition. He didn't win, but that did not deter him because soon after, he skated in the eastern regionals and won first place which led him to the National Championships in Tulsa, Okla. Walther was on top of the world. He was having a blast winning local, regional and national meets, and his skating-champion father was in his glory.

It seemed as though he reached the pinnacle, but at age 20, it all stopped. Despite the years of success, he was simply burned out.

"Life sort of got in the way and I wanted to look elsewhere for a while." So, in 2001, he joined the Army.

Fast forward to the present. The 26-year-old recruiter re-connected with his skates while on deployment to Iraq. The difference between now and when he was 12, is that now, the national champ has a sponsor. He would love to be sponsored by the Army.

Since reconnecting with his skates, Walther won first place in the Pro-Men division marathon at the Pan-American Championships in Miami in October. Competitors included world class champion skaters from Columbia, Chile, Ecuador, Venezuela and the United States. The following week, he won first place in the Outdoor Nationals at the National Inline Racing Association's Criterium.

Walther said the greater Philadelphia area is a haven for inline skating. He is assigned to the Levittown, Pa., station. A detailed recruiter, he enjoys the challenges of recruiting and the fast-paced training of his primary MOS, Cavalry Scout.

The World Team trials are scheduled for the end of May at the Olympic Training Center in Colorado ... and Walther plans to be there.

Time for Family

By Jack Nix, Family Advocacy Program Manager

We live in a fast-paced world that expects instant gratification. For most of us there are not enough hours in the day to do everything we need to do, let alone the things that we want to do. Although it takes a concentrated effort, you *can* make time for yourself and your family. You and your family need time to feel alive and re-freshed, whether it is simple relationship building, a personal or shared hobby, exercise, or an outing.

Deciding what matters most

Decide that you and your family are more than your career. Many of us have been trained to think of work as “important,” and that personal aspirations and family time is something to be fit in when — and if — work is finished. Stop and ask yourself — “Why is career advancement important?” For most of us, the main reason is to provide a better life for our family. Create a new set of priorities for yourself, one in which you and your family count for as much as the need to advance yourself in your career.

Deciding what matters most is an ongoing process. Every time you look at your busy schedule or calendar, you have to decide what matters most. When considering time with family, look beyond the present and think about the memories that you want to recall as you reflect on family relationships. Special moments in families cannot be re-created and are lost forever.

Special moments can be simple

One of the best — if not the best — things we can do for our spouse and children is to just “be there” in times that are important to them. Sitting in the middle of the floor and playing with your pre-school son or cheering for your daughter while she plays soccer in the rain are special moments for you and your children. Both of you will look back on the moments and smile with a tear in your eye.

Only you can make your family matter. Take a few moments today (and every day) to show your family that they are important and matter to you.



Resources for happy, healthy families

Army OneSource (AOS) provides valuable information and counseling for Soldiers and family members 24 hours a day, 365 days a year. The Web site provides information about everyday issues around the house or work, stress management, relocation information, child-rearing, childcare, eldercare, and the list goes on and on. AOS also provides six face-to-face counseling sessions per issue per year by certified professional counselors in your local area. Visit www.armyonesource.com to download or request additional information.

Armed Forces Vacation Club (AFVC) is a “Space Available” program that offers the opportunity to take affordable condominium vacations at resorts around the world for only \$299 per unit per week. The 8-day/7-night condominium vacations are extremely popular. Visit <http://www.afvclub.com/>; then click on “Space A”. The USAREC installation code is 235; the USAREC family support programs receive \$24.80 for each confirmed reservation.

The USAREC Soldier and Family Assistance Web site provides information to USAREC Soldiers, families, families, commanders, and support staff. The Web site posts information received from the Department of the Army Community & Family Support Center, Army Family Team Building, TRICARE, TRICARE Dental Program and other agencies that serve Soldiers and their families. Visit <http://www.usarec.army.mil/hq/HRD/SFA/index.htm> for additional information.

POV and POM

End of Year Statistics

Motorcycle fatalities almost double for Soldiers in fiscal year 2005

By Glen Davis, U.S. Army Combat Readiness Center

Privately owned vehicle and privately owned motorcycle accidents remain the leading cause of accidental death in the Army, claiming the lives of 141 Soldiers during FY05. While the 422 accidents reported this fiscal year are 33 fewer than last year's total, the number of fatalities increased by nine and are linked to a single disturbing trend — a near-doubling in motorcycle fatalities. During FY04, 23 Soldiers died in motorcycle accidents. In FY05, 45 Soldiers died in these accidents, the highest number since FY87, when 57 Soldiers were killed.

Age is a factor in these accidents, with younger Soldiers suffering the highest number of fatalities. For POV fatalities in general, 51 percent of the Soldiers who died were 25 or younger. The trend was somewhat split for motorcycles. While Soldiers 29 and younger accounted for 51 percent of the fatalities, there were seven fatalities involving riders in their 30s. Those deaths are a sobering reminder that motorcycle safety is important for riders of all ages.

According to the accident reports, the most frequent mistakes made by riders were excessive speed (41 percent), abrupt control/steering (18 percent) and driving under the influence of alcohol (18 percent). In addition, more than one-third of the riders killed were not wearing helmets. These reports reflect the causes of motorcycle accidents as reported by the National Safety Administration and are shown below:

- lack of basic riding skills
- failure to appreciate the motorcycle's inherent operating characteristics
- failure to appreciate the motorcycle's limitations
- failure to use special precautions while riding
- failure to use defensive-driving techniques
- lack of specific braking and cornering skills
- failure to follow speed limit

Furthermore, according to the NHTSA, safely operating a motorcycle takes more skill and coordination than driving a car. Therefore, riding a motorcycle while under the influence of even a small amount of alcohol significantly increases the dangers of



In FY05, 45 Soldiers died in motorcycle accidents. Wearing protective equipment is not only mandatory for Soldiers but can make the difference whether or not you survive a crash. Photo by Sgt. 1st Class Thomas Downs

a crash. Making matters even worse is the fact that motorcycles provide no physical protection in an accident. Riders must rely on their personal protective equipment — helmets, protective gear and clothing — to help them survive impacts, which most often injure riders' heads, arms and legs.

Modern protective equipment benefits riders in three ways: it protects them from the elements, reduces the severity of their injuries and makes them more visible to other motorists.

As serious as the motorcycle problem is, we must not forget that the majority of Soldiers were killed in sedans. During FY05, sedan accidents accounted for 80 (57 percent) POV fatalities. Just as in motorcycle accidents, failure to use protective equipment — in this case seatbelts — contributed to many of the fatalities. Of the Soldiers killed in sedans, 27 were involved in rollover accidents, with nine Soldiers being ejected from the vehicle. In addition, 17 of those Soldiers who died were passengers — victims of the operator's recklessness. More than half of all Soldiers who died in POV accidents were not wearing seatbelts.

Regardless of what vehicle you drive or ride, the highways and roadways are dangerous. Being committed to driving safely will reduce your risk of having a crash, including those caused by other drivers. Conversely, if you consistently take needless risks, you're setting yourself up for an accident. The danger, safety psychologist Scott Geller explained, is risk-taking behavior is rarely punished with an injury, near miss or even a traffic citation. Instead, it is most often rewarded with convenience, comfort or time saved. Unfortunately, because that behavior has been rewarded, it is likely to be repeated. The downside is when the consequences come, they tend to be severe.

So before you drive your car or ride your motorcycle, carefully examine your driving habits. Think about the close calls and accidents you've already had and ask yourself what you did that got you into trouble. If you didn't buckle your seatbelt, wear your helmet or use other protective clothing or equipment, ask yourself why not. Then ask yourself if the cheap thrills, time saved and convenience avoided were worth the potential cost of your life. If you think about it, you'll realize they weren't.

Cleveland Cavaliers host Army Night

By Perry Edelbergs, Cleveland Battalion

On Jan. 7, Quicken Loans Arena in downtown Cleveland was the site of Army Night with the NBA's Cavaliers. More than 100 members of the Future Soldier Program, 23 guests and 20 recruiters from across Cleveland Battalion attended the basketball game.

Prior to the game, the 20,000 plus fans watched as William H. Willoughby Jr., the civilian aide to the secretary of the Army for Ohio, administered the Oath of Enlistment to the Future Soldiers.

During one of the game breaks, Cavs personnel helped spread the Army word by distributing "Army of One" T-shirts to lucky fans. Recruiters were busy during pre-game as well as throughout the game by manning an information table on the main concourse and speaking with potential applicants and centers of influence.



Future Soldiers appear on the big screen at Quicken Loans Arena after the Oath of Enlistment ceremony. Photo by Ed Evans

Recruiters challenge softball team for charity, publicity

By Chris Wilson, Oklahoma City Battalion

Staff Sgt. Jacob Martinez watches the softball zipping toward him. He tenses his grip on his bat, squints through the sweat running down his face, and swings. The softball leaps away from the bat with a loud pop, sailing over the outfield fence.

Martinez's home run was one of the Army's highlights from a hurricane benefit game they played against the Henderson State University softball team.

"We originally planned the game as a benefit for the softball team and as a chance for publicity," Staff Sgt. Ronnie Bowden explained. "We've advertised and recruited with the team for a long time."

Bowden organized the event with Henderson State head coach Ritchie Bruister. Local radio station KLAZ



The Army team from Texarkana was defeated by the Henderson State softball team, 19-3. Photo by Sgt. 1st Class George Shippey

provided a live radio remote from the game.

"Later, we decided to donate all the proceeds to the Red Cross to assist with hurricane relief," Bowden added.

Texarkana recruiters and company staff faced off against the Henderson State team. Also on the team were 1st

Sgt. Stephen Badley and Staff Sgt. Blas Loya as pitcher. Capt. Teressa Lynn also served as the team's "bat girl."

The game lasted three hours, with the HSU Reddies earning a 19-3 win over the recruiters.

"We tried, but these girls are good, and we're all over 30," Bowden said.

Recruiter turns personal boxing event into TAIR-Future Soldier activity

By Terry Mann, Raleigh Battalion

In December, Kansas City and Raleigh battalions teamed up for a Total Army Involvement in Recruiting and Future Soldier event that began with a tour of Kansas City area high schools.

The TAIR mission featured seven-time All-Army and Armed Forces boxer Staff Sgt. Julius Fogle III, a recruiter assigned to Cary, N.C., station, and Staff Sgt. Charles O. Leverette, assistant boxing coach for the Army's World Class Athlete Program at Fort Carson, Colo.

The boxer and coach conducted boxing demonstrations at local schools and then headed for the gym after a few rounds with local radio and TV stations and a couple interviews with local papers.

Why all the media?

In addition to being an active-duty recruiter, Fogle is a professional boxer who was in Kansas City for the International Boxing Council America's Super Middleweight title bout. With a powerful left hook late in the second round, Fogle became the IBCA's new Super Middleweight champion.

"It's great to be world champion," said Fogle who fought for 11 years as an amateur boxer before turning pro about a year ago. As a professional boxer, he is 10-0 with seven knockouts.

Kansas City Battalion turned the bout into a Future Soldier event by bringing 25 Soldiers and 12 recruiters to cheer.

Before his title fight, Fogle talked with the Future Soldiers. A color guard from Kansas City Battalion presented the colors in the ring for the national anthem. Fogle trotted down a line of Future Soldiers and recruiters leading to the ring.

When Fogle accepted his title belt, the recruiters and Future Soldiers rallied around him in the ring while the announcer declared him world champion.

"He made the recruiters and Future Soldiers part of the event which was really exciting for everyone, and unexpected," said Capt. Kristian R. McKenney, Greater Kansas City company commander.

"This was an excellent event for Future Soldiers because they saw a Soldier compete in a world championship event. It gives them another perspective about Soldiers and what you can do in the Army," said Sgt. 1st Class George Ramsey III, Westport, Mo., station commander and a member of the color guard.

The purpose of the TAIR mission was a World Class Athlete Program-style tour of the schools. Fogle was a member of the WCAP from 1997 to 2004. During his tenure, he was a seven-time All-Army Gold Medalist and Armed Forces Gold Medalist. Leverette also boxed on the all-Army Team.

During the TAIR visit in the Greater Kansas City area, Fogle and Leverette gave demonstrations at four schools in three days. They supported three companies. Of the schools visited, 286 students attended their demonstrations, generating 126 leads, three appointments and one enlistment.

"The boxers showed different opportunities in the Army for metro-area kids," McKenney said. "Staff Sgts. Fogle and Leverette showed them the Army has different career opportunities and that you can reach any goal you set your mind to."

After a demonstration at one school, a student approached Leverette and Fogle. The following week, the student enlisted as an Intelligence Signal Analyst.

"Prior to the TAIR event, the candidate had not spoken with recruiters," said Ramsey.

"We speak from experience. Kids can



Staff Sgt. Julius Fogle III is now a recruiter in Raleigh Battalion.

look at flyers or go online to read about the Army, but it's different when a person is speaking from experience," Leverette said. "It opens their eyes to the reality of what the Army has to offer."

Fogle, who has been recruiting for about a year, said his command "has been extremely supportive of my boxing."

And that boxing gives him an advantage in his job.

"Boxing has definitely given me more public visibility. Sometimes people recognize me from seeing me on ESPN this past summer or earlier in my amateur career," he said. "It gives me a little added advantage because I have a slightly different Army story to tell than most recruiters."

The next title Fogle is aiming for is the Recruiter Ring.

Editor's note: Tickets for this activity were donated by the event organizer.

World-renowned doctor trades lab coat for uniform

Story and photo by Elaine Wilson,
Fort Sam Houston Public Affairs

A world-renowned cardiologist and top-ranked university vice president, Dr. Ward Casscells joined the Army at age 53 and led the service's research on avian flu before graduating Feb. 3 from his officer basic course.

Casscells is a teacher, doctor and champion of humanitarian relief, with countless hours spent tending to victims of hurricanes, tsunamis and terrorist acts. His studies have led to breakthroughs in cardiology, and his years of research on avian flu are now deemed cutting edge as a potential pandemic begins to loom.

With more than 30 years of accomplishments behind him, Casscells traded his lab coat for a uniform in June and joined the Army Reserve as a lieutenant colonel.

"People told me I was too old, not physically fit enough or won't be senior enough to be able to do anything interesting," Casscells said. "None of that was true."

While the decision may have seemed abrupt to many of his family and friends, it was a long time coming for Casscells.

The Delaware native earned his medical degree at Harvard University. Later he moved to Texas as chief of cardiology at the University of Texas-Houston Medical School, where he helped draw a connection between heart attacks and the flu, then branched out into avian flu research.

In his limited spare time, Casscells served on President Bush's health care advisory committee, at the forefront of humanitarian relief efforts such as Hurricane Katrina and the 2004 Asian tsunami.

But Casscells faced a curveball one night in 2001, after he felt a growth in his abdomen. It was cancer.

"It was bad," Casscells said. "I went through five years of chemotherapy and radiation. After I went through that, I wanted to do things I hadn't done before."

He decided on a path when cleaning out a closet.

"I saw my dad's tattered old uniform. He served four years with (Gen. George S.) Patton in World War II. I figured if he could give four years of his life, I could give three months a year as a reservist."

The idea became a reality after he was medically cleared to enter the Army Reserve. He joined last summer and was almost immediately activated as the Army had an urgent need for someone with avian flu expertise.

"Lt. Gen. Kevin Kiley (U.S. Army surgeon general) mobilized me to his command. He recognized the seriousness of the bird flu and wanted the Army to be prepared," Casscells said. "I volunteered to go to the Middle and Far East to do surveillance."

"Bird flu is poised to be an explosive problem," Casscells said. "I give Gen. Kiley a lot of credit for wanting to be at the



Lt. Col. Ward Casscells prepares for a marksmanship test Jan. 26 while receiving last-minute advice from retired 1st Sgt. John Kearney, Officer Basic Course instructor, at Camp Bullis, Texas. Casscells was promoted to colonel Feb. 10.

forefront of medical planning."

In January, he traveled to San Antonio to attend the two-week Reserve Officer Basic Course at Fort Sam Houston. The course is geared toward medical professionals like Casscells, with attendees from all walks of medical life, from nurses and pharmacists to psychiatrists and surgeons.

Run ragged with training, a sleep-deprived and physically exhausted Casscells found OBC to be, surprisingly, one of the biggest challenges of his life.

"This course is 'shock and awe' for me," he said. "I haven't been this tired and intimidated since I was an intern. It's scarier, more intense than I thought."

The instructors plan it that way.

"Many of these officers come from privilege or worked their way through school, but still don't know what it's like to do without," said Capt. Darren Teters, course instructor. "They've never been without a shower for two or three days or had their food limited.

"But we have to train them the same as privates," he added. "Whether doctors or nurses, they will have responsibility and will have to rely upon what they learn here."

Rank and job status, however, have a limited role at OBC, Casscells said.

Despite some trepidation, Casscells passed the course with flying colors and graduated Feb. 3.

"As a teacher, I've been enormously impressed with how seriously the instructors take training," he added. "The Army attracts better people than you expect and trains better than you can believe."

Finished with training, Casscells can now resume his esteemed career. But, his future plans are unlikely to garner fame or fortune.

"I volunteered to go to Iraq," he said. "I don't want to backfill; I want to go to where I'm most needed. And, doctors are needed in Iraq."

Fife and Drum Corps makes a big noise in Iowa

Story and photos by Renee Sawyer, Des Moines Battalion

As the sun began to set in Iowa City, Iowa, the Soldiers of the Old Guard Army Fife and Drum Corps were tuning up to begin a Total Army Involvement in Recruiting mission for Des Moines Battalion.

Capt. Grant Montgomery, commander of Iowa City Company, hosted the team and accompanied them to colleges and high schools. The unit proved their talent as they put on astounding performances throughout the three-day mission.

"This group seriously impressed the community members while on this mission. They had top-notch skill and discipline and represented the Army very professionally," Montgomery said. "I want other companies in our battalion to have the same opportunity that I did."

The team did two presentations at the University of Iowa where almost 30,000 students are enrolled. The first performance was to more than 100 band students and music educators. The following day, a presentation was tailored to 25 drum and percussion students. The Soldiers showed students the music and techniques used by the Army. Dr. Dan Moore, professor of music at the University of Iowa, said he is very interested in organizing a return visit with the Soldiers.



Left: Staff Sgt. John Reilly, snare drum, gives advice to University of Iowa students.

Above: Reilly, Sgt. 1st Class Robert Simpson and Staff Sgt. Richard Ruddle warm up for presentations in the Iowa City Recruiting Company.

Coe College in Cedar Rapids, Iowa, was another scheduled appearance for the team. Staff Sgt. Brooke Lyons, a fifer, graduated from Coe College in 2002. An audience of 80 band students and instructors was entertained by the ensemble.

Lyons was a special asset to recruiting efforts because of her ties to the college.

"I am honored to be at my home school and am excited to let my professors know what I've been doing since I graduated," Lyons said.

"Brooke (Lyons) is definitely an outstanding musician, and I am proud to have had her as a student," Dr. Jan Boland, music instructor and Lyons flute teacher at Coe College, said.

High schools filled the rest of the group's TAIR mission to Iowa City Company. The effectiveness of the performances was evident by watching the smiling faces of the educators and the captivated faces of the students.

"You guys had them in the palm of your hands," Bill Pringle, band director Iowa City High School, said.

Chief Warrant Officer Gregory Balvanz, commander of the Fife and Drum Corps, is



an Iowa City High School graduate. He told the band students that there are two myths about the Army. People enlist because they have no other options, and that education is not supported. He went on to explain that Soldiers are highly educated and most have college degrees. He said education expenses are 100 percent covered while you're in the Army.

At Jefferson High School in Cedar Rapids, Iowa, more than 200 students heard the Fife and Drum Corps, including Future Soldier Joshua Betts.

"I like the idea that he will have opportunities I never had," Sandra Wolter, Betts' mother, said.

The Army Fife and Drum Corps is the only unit of its kind in the armed forces. They provide a demonstration of the United States Army's dedication to the nation and the world.

www.mdw.army.mil/fdc/index.asp

Hurricanes, deployments can affect taxes

By Sgt. Sara Wood, American Forces Press Service

Tax season has once again arrived, and military personnel should know several things to make their returns easier and more beneficial, a military official said.

One of the most notable changes to the tax code this year is the addition of provisions for victims of hurricanes Katrina, Rita and Wilma, said Army Lt. Col. Janet Fenton, executive director of the Armed Forces Tax Council.

The provisions for hurricane victims are lengthy and complicated, so servicemembers who were affected by the hurricane should seek advice from their installation tax center or the Internal Revenue Service, Fenton said. The provisions can include extensions for tax filing and help for those who lost homes or property, she said.

Servicemembers who spent time deployed have important things to keep in mind when filing their taxes, Fenton said. For example, Iraq, Afghanistan, Bosnia and Kosovo all qualify as combat zones where military income is tax exempt, she said. For enlisted servicemembers, all income earned in a combat zone is exempt, but for officers, income is excluded up to a certain limit. For

2005, the limit for officers' tax-exempt income was \$6,529 a month, she said.

Tax-exempt income is a great thing, but it has worked against some servicemembers by exempting them from important credits, Fenton said. Two credits that military members often qualify for — earned income credit and child tax credit — require earned income to be claimed, she said. Starting this year, servicemembers can elect to include their combat zone income to qualify for these credits, she explained. She stressed that this income will not be taxed, but will allow servicemembers to receive credits they qualify for.

Servicemembers in a combat zone during tax season get an automatic extension to file their taxes, Fenton said. Servicemembers have six months from the time they leave the combat zone to file, she said. Servicemembers who are stationed elsewhere overseas have a two-month extension to file.

Military personnel can get help at military installation tax centers or online, Fenton said. The IRS provides a Free File service on its Web site, which lists several tax preparation services, many of which provide free service to military members, she said. The Web site Military OneSource also provides free tax assistance to military members.

To prepare to file taxes,

servicemembers should make sure they have their W-2 forms from the military and any other jobs they had in the past year, Fenton said. Servicemembers should also make sure they have Social Security cards for themselves and their dependents, she said.

ACU policy clear on badges, alterations

USAREC G1

ALARACT message 007/2006 refines uniform policy for the Army Combat Uniform. Significant items of interest in the message state embroidered badges will not be worn (para 2c) and the subdued recruiter pin-on badge may be worn on the ACU coat pocket centered both vertically and horizontally on the left breast pocket. The non-subdued badge is still authorized for wear until recruiters can obtain the subdued badge. Refer to AR 670-1 and to the Army G1 Human Resources Policy Web site at <http://www.armyg1.army.mil/hr/uniform.asp> for the latest updates.

Other recent uniform information include:

Subdued badges. The subdued badges are available at Military Clothing Sales Stores. The black subdued pin on badge is the equivalent of a silver badge. The brown subdued pin on is the equivalent of a gold

badge. There are no star sapphires added to the subdued badge.

Unauthorized alterations/additions to the ACU. Reports are that Soldiers are cutting pieces of ACUs, attaching Velcro, and placing the makeshift material on a serviceable uniform to cover up the exposed Velcro on the uniform sleeves. The reason stated was to keep the dirt out and that it made the uniform look better. This is not authorized by AR 670-1 or amending messages; make an on-the-spot correction.

Book aims to help parents of deployed Soldiers

By Ann Erickson, Army News Service

The author of the newest book for Army parents, "Your Soldier, Your Army: A Parents' Guide," is not only the wife of the vice chief of staff of the Army, but she also has two Soldiers deployed to Iraq.

Vicki Cody has seen the Army for the past 30 years, so she said it seemed quite natural when she wrote her book to help families of Soldiers deal with deployments and Army life from her personal experiences.

It all started when her oldest son deployed to Afghanistan and she suddenly found herself in a new role as the mother of a Soldier. He got back from

Afghanistan and six months later, he was ready to deploy to Iraq and she realized there were parents out there who didn't have the background and the experiences that she had. Within a few months her younger son was getting ready to deploy to Iraq also.

"I thought if I could write down some real easy, common-sense things that would help guide them through the whole process," Cody said.

The book not only informs parents about the Army, but it also includes acronyms and Web sites.

The main thing that Cody hopes people get out of the book is a sense of reassurance and comfort. She hopes that parents feel like they're not alone.

Her family's reaction to the book was positive. She said it gave them some insight into what she had been feeling and what others might be feeling too.

The most rewarding part of writing the book has been the feedback from actual mothers and fathers, she said. Since the book's release in the fall, Cody has been able to meet people that she would have never done otherwise.

"I love it when I hear from parents and family members," she said. "I know it's making a difference and it's working its way throughout the Army."

For a copy, call (800) 336-4570, Ext. 630 or e-mail ilwpublications@ausa.org.

Plans set for FY06 CG's All-Star Advisory Counsel

USAREC G3

The "Commanding General's Advisory Council/All-Star" incentive is designed to increase production for the recruiting contract months of February through May 2006.

The commanding general will recognize top performers who achieve excellence during the specified months. Winners will attend a special symposium hosted by the commanding general, which will be held during 4th Quarter FY06 tentatively scheduled for Orlando, Fla.

The commanding general invites the awardees' spouses to participate in a Spouse Forum during the symposium. Invitational Travel Orders (ITO) are authorized for those spouses wishing to attend the forum.

Topics for discussion include TRICARE in remote locations, Army Family Action Plan issues, Family Readiness Group operations away from installation support, the Family Advocacy Program, and the Armed Forces Vacation Club/Military OneSource.

The following criteria must be achieved RCM February through May:

- **Recruiters** must enlist 10 net contracts; six must be

quality (GSA) to be considered for selection. The top two recruiters from each battalion with the highest number of net contract achievements will attend the symposium. The brigade commander will approve eligible candidates.

- **Large Production Station Commanders and On-Production Station Commanders** who achieve mission box (both RA and AR) for the combined specified months will be considered. The top six (three LPSC and three OPSC) station commanders within each brigade with the highest number of GSA contracts and the lowest percent of zero rollers will be invited to attend the symposium hosted by the commanding general. On-Production station commanders may choose to compete as a recruiter.

- **Company Leadership Teams** who achieve company mission box (both RA and AR) during the specified months will be considered. The top company within each brigade with the highest percentage of GSA contracts and the lowest percentage of zero rollers during the award period will be invited to attend.

- **The Top Senior Guidance Counselor** from each brigade with the highest percentage of contracts in MOS of 11X, 13F, 13P, 91W1 and 92F for the specified months will be invited to attend.

- **AMEDD recruiters**

must commission a total of three total applicants from the following categories: Nurse Corps RA, Dental Corps RA/AR, and Medical Corps AR (from Critical Wartime list). The top two recruiters from each Medical Recruiting Battalion, who achieve the highest number of commissions in the above categories, will be invited.

- **The Special Operations Recruiting Battalion** will select one recruiter, one station commander and one CLT with the highest achievement to attend the symposium.

In the event of a tie in any category, brigade commanders will select the awardees within their command.

Brigades will provide the names of winners with production data no later than COB May 22, via e-mail to Kathy Daugherty.

Army 'enormously capable,' defense secretary says

By Sgt. Sara Wood, American Forces Press Service

The Army is making revolutionary changes in its transformation process and is becoming a more capable and effective force, not a strained institution in danger of breaking, as recent criticism has suggested, Secretary of Defense Donald H. Rumsfeld said.

Two reports that characterize the Army as extremely strained and in

danger of facing recruiting crises misunderstand the situation and do not take into account the accomplishments of the past five years, Rumsfeld said.

“The world saw the United States military go halfway around the world and in a matter of weeks throw the al Qaeda and Taliban out of Afghanistan, in a landlocked country thousands and thousands of miles away,” he said. “They saw what the United States military did in Iraq, and the message from that is not that this armed force is broken, but that this armed force is enormously capable.”

People need to understand that the United States is at war and the role of the military is therefore different from what it is in peacetime, Rumsfeld said. The Army is under greater demand, he said, but it has performed well and proven its capability.

“It is a force that has been deployed, functioned effectively and is, as I say, battle-hardened,” he said.

Work still needs to be done in rebalancing the active, National Guard and Reserve components of the Army, but solid progress is being made, Rumsfeld said. At the end of the transformation process, 75 percent of the Army will always be ready to respond to a crisis, he said.

Retention is high, and the Army has met its recruiting goals for the past seven months, Rumsfeld said.

More recruiters and higher financial incentives have been added to ensure the numbers stay up, he said.

The Army is also transferring many institutional jobs from military to civilian to increase the warfighting capability of the force, Rumsfeld said. The effectiveness of this transition and the entire transformation process will need to be analyzed before any decisions about total Army end strength can be made, he said.

The Army is already starting to draw down its forces in Iraq as the conditions permit, Rumsfeld said. The percentage of National Guard and Reserve forces deployed has gone down and Iraqi security forces are becoming more effective, he said.

As always, the reduction of U.S. forces in Iraq will be determined by conditions on the ground and not by a perceived need to reduce strain on the Army, Rumsfeld said.

Documentary showcases unique military career opportunities

By Donna Miles, American Forces Press Service

A new documentary will help to educate the American public about military service and clear up misconceptions, the Defense Department’s top personnel official said.

David S.C. Chu, undersecretary of defense for personnel and readiness, said the one-hour film, “Today’s Military: Extraordinary People; Extraordinary Opportunities,” takes viewers around the country and overseas. The documentary features 11 active- and Reserve-component servicemembers who share experiences that shed light on opportunities available in the military.

“This film offers a glimpse into the lives of 11 extraordinary men and women who have achieved extraordinary success,” Chu told a Pentagon audience at the film’s first screening, Jan 26.

The servicemembers featured, who represent all branches of the service, including the Coast Guard, showcase jobs many people don’t associate with military service. The participants include a journalist, a motion picture liaison, a musician, an animal-care specialist and a language instructor.

Other participants help show the excitement of some military careers, including that of a combat helicopter pilot, a coxswain, a joint terminal attack controller and instructors who teach aviation pararescue and surfman skills.

Through their personal stories, the featured servicemembers share their satisfaction with military life and the doors it has opened in their careers.

“I just can’t picture myself doing anything else,” said Air Force Reserve Tech. Sgt. Andrew Canfield, a pararescue instructor for the Oregon Air National Guard, who describes the adrenaline rush of his job and the gratification of saving lives.

Marine Staff Sgt. Stephen Giove, a placement director and conductor for the Marine Corps Music Program at Parris Island, S.C., explained that the music makes listeners stand a little taller and take pride in what they do. “It brings out the best in people,” he said.

Army Cpl. Mary Simms, a broadcast journalist deployed to Afghanistan, said her job gives her the opportunity “to really get our there and work with people” and to experience firsthand the military’s vast operations around the world.

Air Force Tech. Sgt. Frank Lofton, a joint terminal attack controller at Fort Irwin, Calif., told of the fulfillment of helping save the lives of Army Special Forces troops during an ambush in Afghanistan that left them outnumbered three-to-one. Controllers direct the action of combat aircraft engaged in close-air support and other offensive air operations.

Joining the military was “the greatest decision I’ve ever made,” said Navy Reserve Lt. j.g. Fernando Rivero, a Hollywood liaison

for the Navy. "Being in the military grounds me and gives a sense of contributing to something bigger than myself," he said.

"I can't think of anything else I could do that would make me as happy," Army Sgt. Chet Stugus said of his job as a medical animal-care specialist for military working dogs at Marine Corps Base Hawaii. "I'm doing a job I love."

Coast Guard Reserve Petty Officer 2nd Class Trish Carroll, a coxswain for the Department of Homeland Security, described the challenges she faces as one of the first female tactical law enforcement officers and the thrill she gets sharing stories about her job.

Air Force Master Sgt. John Holsonback, a Russian linguist instructor at the Defense Language Institute in Monterrey, Calif., told about the gratification of helping provide a bridge between two cultures.

Navy Petty Officer 1st Class Marcus Dingle shared the excitement of teaching survival skills to air crew members and the satisfaction he gets from knowing he's helping save lives.

"I love doing what we do, and I love being around it," Coast Guard Petty Officer 1st Class William Armstrong said of his career as a surfman instructor.

Marine Capt. Vernice Armour, a combat AH-1 Cobra helicopter pilot, shared insights into her job

of providing life support for Marines on the ground and the thrill of knowing she's "making a difference."

Besides, Armour asks in the video, "Who wants to be average?"

Matt Boehmer, program manager for the Joint Advertising, Market Research and Studies program, called the documentary a powerful way to capture the spirit of the men and women in uniform. The finished project makes a strong statement in communicating the message that "today's military is an extraordinary place to be," he said.

DoD will use the new documentary to help educate "adult influencers" - parents, teachers, guidance counselors and coaches who play an important part in young people's career decisions - about opportunities in the military, Chu said at the screening.

"We have discovered in the Department of Defense that most Americans have limited understanding of the military, and also misconceptions," he said. Chu expressed hope that the film will help clear them up and set the record straight. "We want them to know about the opportunities in the military," he said.

DoD is planning a broad outreach effort to reach these adult influencers. Today's Military is slated to broadcast through April in syndication in many major markets throughout the country, including San

Francisco, Atlanta and Washington.

One-minute "webisodes" of the film are posted online at www.todaysmilitary.com.

DoD will mail 40,000 DVDs to guidance counselors who have requested more information for their students. In addition, a 13-minute version of the film will be shown in April during in-flight programming on domestic United Airlines flights.

The documentary is part of DoD's integrated "Get the Facts" communication plan designed to reach about 85 percent of U.S. households by April through a premiere event, online, television, airline and educator mailings, said Air Force Maj. Rene Stockwell, marketing communications chief for the JAMRS program.

"Our DoD market research indicated that a personally relevant emotional appeal — in this case, Today's Military — was needed to encourage adult influencers to get the facts about the military as a strong career option for recruitment-aged youth," Boehmer said.

DoD received 2,600 nominations of servicemembers to feature in the film within two weeks of seeking participants last January. The 11 servicemembers profiled were selected based on their common drive to do something exceptional with their lives, Stockwell said.

Boys and Girls Clubs Support Military Families

As recruiters continue to work doubletime to provide the strength, families can be caught up in the upheaval.

Boys and Girls Clubs of America have mobilized to help those families, dating to 1991 and the Persian Gulf War. The clubs offer educational, recreational, cultural and social activities for youth.

Clubs can help military families that are constantly on the move. More than 400 on-base military Youth Centers are Boys and Girls Club affiliates. In addition, Clubs are uniquely positioned to offer family support services by opening their doors to children of military personnel living off-base.

A typical Club has an arts and crafts area, gymnasium, library, game room and multi-purpose room. Some Clubs have swimming pools, computer learning centers, camps and outdoor play areas. All Boys and Girls Clubs are supervised by trained youth development professionals.

Military families living off-base can find a club by using the "Find A Club" feature on www.bgca.org. This tool can display up to the five closest clubs. One can also call 1-800-854-CLUB; an automated system will match the phone number to the nearest club.

Gold Badges

JANUARY 2006

ALBANY

SFC Enrique Barrera
 SFC Wayne Berry
 SFC Kevin Dugan
 SSG Paul Beausoleil
 SSG Robert Ciman
 SGT Joseph Howard

ATLANTA

SFC Arnold Wayne
 SSG Thomas Cobb
 SSG Michael Defeo

BALTIMORE

SFC Sharon Dabney
 SSG Malinda Dokes
 SGT Kendal Ferguson
 SGT Jean Gabriel

COLUMBIA

SFC David Carr
 SFC Brian O'Leary
 SSG Dennis Cohens
 SSG Robert Rayford
 SSG Carl Williams
 SGT Thomas Childers

CPL Gregory Williams

GREAT LAKES

SSG Kenneth Carbon
 SSG Christopher Donaldson
 SSG Paul Leighton
 SSG Nathan Maneke
 SSG Carl Schwander
 SSG Matthew Skidmore
 SSG Gary Smith
 SGT Adam Knupp
 SGT Joshua Stiles
 CPL Melissa Neumann
 CPL Johnathan Vinyard

HOUSTON

SFC Paul Huron
 SSG Harold Dubois

INDIANAPOLIS

SPC Aaron Farnsworth

JACKSONVILLE

SFC Timothy Burkett
 SFC Wayne Ford
 SSG Michael Schoenherr
 SGT Antwain James
 SGT David Jones

SGT Michael Milewski

MID-ATLANTIC

SSG Nicholas Miceli
 SSG Andre Thomas
 CPL William White

MILWAUKEE

SFC Sharla McCory
 SSG Steven Blevins
 SSG Randy Miller
 SSG Ryan Phillips
 SSG John Williams

SGT Jason Vallejo

MONTGOMERY

SFC Phillip Parrish
 SFC Gary Webb
 SSG Randolph Brocius
 SSG Jason Elkins
 SSG Nakia Johnson
 SSG Jorge Torres
 SGT Warren Vanbenthuyzen

NASHVILLE

SSG Joseph Granato
 SSG Ricky Smith
 SSG Ishmael Watts
 SGT Jimmy Tavarez
 SGT Timothy McKinney
 SGT John Tengel

NEW ENGLAND

SGT Steven Scrugli
 CPL Lawrence Hattersley

NEW ORLEANS

SFC Marcus Mackey
 SFC David Stanford
 SFC Stanley Wallace
 SFC Kevin Sledge
 SSG Terry Casto

SGT Joshua Waguespack

OKLAHOMA CITY

SFC Charles Caradine
 SFC Timothy Hartwick
 SFC Michael Lewis
 SSG William Beasley
 SSG Ronnie Bowden
 SSG Terrance Davis
 SSG Christine Henson
 SSG Tommy Hughes
 SSG Christopher Jobe
 SSG Thomas McCarter
 SSG Lorenza Ross
 SSG Falan Versaw
 SGT Daren Stewart

PHOENIX

SFC Mario Gonzales
 SFC Frederico Molinar
 SFC Jose Ramirez
 SFC Dawn Salters
 SSG Michael Kearney
 SSG Dennis Petty
 SSG James Roberts
 SSG Larry Rowland
 SSG Robert Thomas



PORTLAND

SFC Michael Awai
 SSG Michael Belocura
 SSG Christopher Francis
 SSG Rick Hanna
 SSG Eugene Mustin

SACRAMENTO

SFC Tawaina Robinson
 SSG Jason Simmons
 SSG Brock Tunner
 SGT Andrew Elmore

ST. LOUIS

SGT Leon Bright

SOUTHERN

CALIFORNIA

SSG Christian Casillas
 SSG Jose Fuentes
 SSG Barry Ponce
 SSG Jethro Thomas
 SGT Robert Ray

SGT Juan Velasquez

SYRACUSE

SSG Jason Reynolds
 SSG Allan Seastrom
 SSG Antavia Striveson

Recruiter Rings

JANUARY 2006



1ST AMEDD

SFC Kenneth Nichols

SFC Bradley Paxton

ALBANY

SFC Gregory Lauzon

BALTIMORE

SFC Jose Ruiz

SSG Kevin Schmoke

SGT Patrice Turner

CLEVELAND

SSG Daniel Dempsey

COLUMBIA

SFC Sharlene Y. Gilmore

SFC Darin Smith

SSG Jamile Dingle

DALLAS

SSG Louis Herner

HOUSTON

SFC Jose Zamora

INDIANAPOLIS

SSG James Clark

SSG David Cullum

SSG Aiden Hinkley

SSG Eric Kneffler

JACKSONVILLE

SSG Christopher Lockwood

LOS ANGELES

SSG Jacqueline Dupree

SSG Jason Quijas

MILWAUKEE

SSG Calvin Gee

MONTGOMERY

SFC James Briscoe

NASHVILLE

SSG Marcus Deas

SSG James Edgerton

NEW ENGLAND

SFC Scott Haskell

OKLAHOMA CITY

SFC Dean Howard

SGT Aaron Fouch

SACRAMENTO

SSG Joseph Schwener

SOUTHERN

CALIFORNIA

SFC Gary Lacouture

Morrell Awards

JANUARY 20056

1ST AMEDD

SFC Javis Brown

ALBANY

1SG Robert Labine

BALTIMORE

MSG Alexander Goodman

MSG Feliece Cortez

SFC Brenda Gregory

SFC Christian Humphrey

COLUMBIA

SFC Christopher Brown

DALLAS

SFC Thomas Morgan

SFC Jesse Salceda

HQS CHAPLIAN

RECRUITING

SFC Raymond Jenkins

GREAT LAKES

SFC Todd Easterday

SFC Charles Long

INDIANAPOLIS

SFC William Brewington

SFC Russell Parasky

JACKSONVILLE

SFC Liashonda Bains

SFC Everlyn Dorch

SFC Derrick Florence

SFC Harry Rosado

SFC Richard Williams

SSG Andrew Allen

SSG Harry Morales



LOS ANGELES

SSG Robert Tonche

MONTGOMERY

SFC Jerome Edmonds

SFC Robert McNeal

SFC David Morrison

SFC Christopher Payne

NEW ORLEANS

SFC Gary Mitchell

OKLAHOMA CITY

SFC Joseph Gott

RALEIGH

SSG John Jones

SOUTHERN

CALIFORNIA

SFC Paul Pham

SSG Jose Castro

1. When evaluating a casualty in a combat situation, if you find a casualty with no signs of life — no pulse and not breathing — you should attempt to restore the airway and continue first aid measures.
 - a. True
 - b. False
2. While searching a detainee, the disposable restraints should be tight enough to secure the detainee's hands, but loose enough to allow two fingers between the restraints and the detainee's wrist.
 - a. True
 - b. False
3. When searching a vehicle in a tactical environment, how many members of the search team need to be dedicated to provide security?
 - a. 1
 - b. 2
 - c. 3
 - d. 4
4. While on patrol in a forward area, you realize that you must self-extract from a minefield. What immediate action must take place?
 - a. Stop immediately and gain control of yourself
 - b. Assess the situation
 - c. Note the situation for future reference
 - d. All of the above
5. While conducting riot control operations, you find the need to use your riot baton. What fatal points of impact on the human body should you avoid?
 - a. Head, side of neck, throat, chest cavity and armpit
 - b. Head, throat, chest cavity, armpit and groin
 - c. Head, side of neck, throat, chest cavity and abdomen
 - d. Head, side of neck, throat, chest cavity and kidney
6. According to USAREC Manual 3-0 what percentage of appointments made should be conducted?
 - a. 36 percent
 - b. 50 percent
 - c. 75 percent
 - d. 100 percent
7. The _____ stores information about the Army programs and allows recruiters to present information to reinforce their message during counseling with a prospective Future Soldier.
 - a. MEPS
 - b. RWS
 - c. FSTP
 - d. None of the above
8. During _____ operations, commanders ensure sufficient resources are provided to weight the main effort while shaping future operations by conducting economy of force in support of other operations.
 - a. crucial
 - b. shaping
 - c. integration
 - d. sustaining
9. What sections develop and implement local advertising campaigns that augment national Army advertising?
 - a. Brigade and battalion A&PA
 - b. Battalion and company A&PA
 - c. Brigade and company A&PA
 - d. None of the above
10. The purpose of the Enlistment Standards Program is to ensure the _____ of the recruiting process and maintain the quality of Soldiers entering the Army.
 - a. transition
 - b. integrity
 - c. organization
 - d. understanding
11. What type of prospecting can reach more people more quickly than any other type?
 - a. P1
 - b. P2
 - c. P3
 - d. P4
12. Which is the best and most effective prospecting effort method available to the recruiter?
 - a. P1
 - b. P2
 - c. P3
 - d. P4
13. The _____ involves nationwide, long-range issues in response to national, DOD and DA recruiting issues and objectives.
 - a. operational level
 - b. tactical level
 - c. strategic level
 - d. All of the above
14. What does the Army consider a reasonable distance for a Soldier to travel to get to a TPU?
 - a. 75 miles
 - b. 25 miles
 - c. 50 miles
 - d. 100 miles

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

Mission Box

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



1st Brigade



2d Brigade



3d Brigade



5th Brigade



6th Brigade

RCM December 2006

Top Regular Army Recruiter

SSG Scott Reed
Syracuse

SFC Calvin Clarke
Jacksonville

SGT Tony Kellogg
Columbus

SSG Christopher Hartsfield
Houston

SSG Jonathan Baker
Portland

Top Army Reserve Recruiter

SFC Shane Zelker
Albany

SFC Christopher Douglas
Atlanta

SFC Gregory Kaatz
Milwaukee

SSG Jack Donaldson
Dallas

SSG Robert Gonzalez
Portland

SSG Melinda George
Columbia

SFC Jeffery Strong
Milwaukee

SFC David Krummen
Jacksonville

SGT Terry Spangler
Montgomery

SFC Tracy Haynes
Raleigh

Top Large Station Commander

SFC Monica Godfrey
Northfield
Mid-Atlantic

SFC Deborah Robinson
Fayetteville - Raleigh

SFC Robert Holmes
Racine - Milwaukee

SFC Cory Cato
Stillwater
Oklahoma City

SFC Tommie Harden
Colorado Springs
Denver

Top Small Station Commander

SFC Barry Wagner
Chambersburg
Harrisburg

SFC Charles Atkins
Griffin - Atlanta

SFC David Sloan
Lancaster - Columbia

SFC Kermit Washington
Talladega - Montgomery

SFC William Brewington
Castleton - Indianapolis

SSG Gary Quick
Brownwood - Dallas

SSG John Hargraves
Durango - Denver

Top Company

Europe

Columbia

Springfield

Top Battalion

Syracuse

Jacksonville

Kansas City

Top AMEDD

Southeast

Florida

Chicago

Omaha

Northern California

Answers to the Test

1. b. STP 21-1-SMCT, pg 3-8

2. b. STP 21-1-SMCT, pg 3-683

3. a. STP 21-1-SMCT, pg 3-240

4. d. STP 21-1-SMCT, pg 3-147

5. a. STP 21-1-SMCT, pg 3-645

6. c. USAREC 3-0 pg A-9

7. b. USAREC 3-0 pg 14-4

8. d. USAREC 3-0 pg 12-3

9. a. USAREC 3-0 pg 11-8

10. b. USAREC 3-0 pg 10-16

11. d. USAREC 3-0 pg 10-13

12. b. USAREC 3-0 pg 10-12

13. c. USAREC 3-0 pg 7-5

14. c. USAREC 3-0 pg 9-4



Employee of the Year Winners