

# RECRUITER

United States Army Recruiting Command

May 2002

## TRADOC ESTABLISHES ACCESSIONS COMMAND

page 6

# Journal



# Recruiter

May 2002, Volume 54, Issue 5



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: RCAPA-PA, Building 1307, Third Avenue, Fort Knox, KY 40121-2726; telephone DSN 536-0167, commercial (502) 626-0167, fax (502) 626-0924. E-mail address: [RJournal@usarec.army.mil](mailto:RJournal@usarec.army.mil). Printed circulation: 14,000.

**Commanding General** - MG Michael D. Rochelle  
**Public Affairs Officer** - S. Douglas Smith  
**Editor** - Pearl Ingram  
**Associate Editor** - Beverly Harrison  
**Cover Photos and Design** - Joyce Knight

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: RCAPA-PA (Recruiter Journal)  
1307 Third Avenue  
Fort Knox, KY 40121-2726

## Features

### 5 Go for Broke: the Nisei soldiers of WWII

Approximately 6,000 Nisei served in the intelligence field during WWII and the majority of the Nisei were formed into the 442nd Regimental Combat Team, which included the 100th Infantry Battalion.



### 6 USAREC part of newly activated Accessions Command

The Army's newest command was activated at Fort Monroe, Va., March 25. USAREC is now one of three commands calling the U.S. Army Accessions Command their higher headquarters.



### 10 Penetrate the local college market . . . develop hundreds of leads!

Find a new way to penetrate the local college market, gain the goodwill of faculty and students, and develop hundreds of leads. The idea for the College Campus Invasion was a collaborative effort between the Army, local radio stations and local colleges.

May  
is  
Asian  
Pacific  
Month

# Journal

## Departments

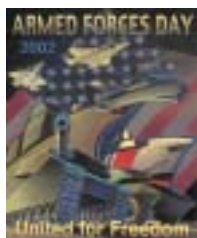
- 2 Commanding General
- 3 CSM
- 4 Chaplain
- 8 Pro-Talk
- 15 Safety
- 16 The Way I See It
- 22 Field File
- 26 News Briefs
- 30 Salutes
- 32 The Test

Memorial Day



May 29

- 19 **Market Research Highlight:  
The Prior Service Market**  
Prior service prospects are attractive to the Army because their experience limits the amount of training required for them to become contributing members to their units.



May 8

May 10  
Military  
Spouse Day

## 11 Refining the college/Army relationship

With the rising importance of college recruiting, many companies are forging new relationships with collegiate faculty and administrators across America.

## 12 Enforcing standards using the One Minute Manager

With time being such a critical resource, how do leaders direct activity and enforce standards without taking too much time away from recruiting tasks? The One Minute Manager provides an excellent formula for success.

## 13 Renters insurance looks out for you

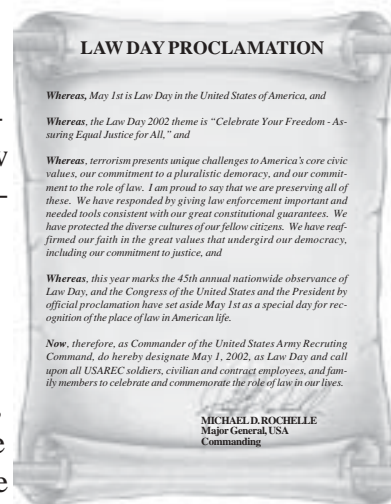
As a renter, you should be aware that your landlord's insurance will not cover your personal possessions if something bad were to happen.

## 14 The Recruiting and Retention School is still hiring

Have you ever considered sharing your knowledge with others? Do you like training soldiers? Then a position as an instructor may be just the thing for you.

## 20 Kiosks take military message mainstream

Interactive exhibits could appear at a mall near you when the Defense Department fields interactive kiosks geared toward a computer savvy youth market.



## Celebrate Memorial Day every day

*Remember every day why you recruit*

I am sure most of you would agree with the statement that recruiting can be demanding work. We often put in long hours and, admittedly, have less time to spend with our families than we would like. We and our families make sacrifices in service to this great nation. That is because we cherish and value the freedom for which so many before us fought and died.

***“I am well aware of the toil, and blood and treasure, that it will cost to maintain this declaration, and support and defend these states; yet, through all the gloom I can see the rays of light and glory. I can see the end is worth more than all the means.”***

— John Quincy Adams

The demands of recruiting pale in comparison to the sacrifices John Quincy Adams and our forefathers made, but the results of achieving our recruiting mission have great significance.

We enlist the young Americans who will preserve the legacy of the Continental soldier, the legacy of the volunteer minuteman, the legacy of the greatest generation, the legacy of all those who have given their lives in service to the United States of America. The soldiers we enlist already fight for freedom in Afghanistan, Kosovo, Korea, the Philippines, Kuwait and numerous other places throughout the world.

This month we will pay tribute to those brave Americans who made the ultimate sacrifice for the freedom of our nation. How many of you know that we can trace Memorial Day’s beginnings to the Civil War era, a time when our nation was divided? It was 1863. Fighting waged on between the Union and Confederate Armies.



MG Michael D. Rochelle

Women in Columbus, Miss., who had lost their loved ones placed flowers on the graves of their fallen Confederate soldiers. When doing so, they noticed the graves of the Union soldiers nearby, dusty and overgrown with weeds. Putting their grief and differences aside, those women cleared tangled brush and mud and placed flowers at the foot of the Union soldiers’ graves as well. They paid tribute to American soldiers, not Confederate or Union soldiers — Americans.

This act of recognition soon became an annual tradition known as Decoration Day. In 1882 the nation observed its first official Memorial Day, a day set aside to remember and honor the sacrifice of those who died in all our nation’s wars.

***“The willingness with which our young people are likely to serve in any war, no matter how justified, shall be directly proportional as to how they perceive the veterans of earlier wars were treated and appreciated by their nation.”***

— George Washington

Even though America only celebrates Memorial Day once a year, I urge you to celebrate it every day. Remember every day why you recruit. Providing the strength is our way of paying tribute to those who paid the ultimate price. Stay focused and committed to the recruiting mission. It’s worth the sacrifice.

Mission First, People Always!

## SMA Van Autreve passes away

*An icon of a noncommissioned officer and a great friend*

March 14, 2002, the Army and the nation lost a superb soldier, an icon of a noncommissioned officer, and a great friend in Sergeant Major of the Army Leon L. Van Autreve. A veteran of World War II and Vietnam, SMA Van Autreve served as the fourth Sergeant Major of the Army from July 1973 until his retirement in June 1975. He was a highly respected leader, whose positive and profound influence on the character of our Noncommissioned Officer Corps continues to thrive nearly 30 years after his retirement.

SMA Van Autreve's service to the Army remains a source of inspiration to those serving today — combat duty in two wars; leadership experience as instructor of ROTC; battalion sergeant major for two engineer battalions; engineer brigade sergeant major; command sergeant major in Alaska; and Sergeant Major of the Army.

SMA Van Autreve's leadership made a direct contribution to the status and privileges our nation and our Army now enjoys. As SMA, he saw increasing the standards of the noncommissioned officer corps his highest priority during very trying times for the Army. As part of the rejuvenation of the NCO Corps, SMA Van Autreve gave NCOs more voice in command decisions, reduced the Army's reliance on soldiers' councils, and increased professional standards for NCOs. SMA Van Autreve also developed the Noncommissioned Officer Education System and encouraged NCOs to have the moral courage to police their own ranks.

These contributions and countless others comprise his legacy to today's Army and to the soldiers on point for our nation around the world who follow his example of selfless service and living our values.

SMA Van Autreve understood, and taught others to understand, that soldiers should always be treated with dignity and respect. He understood that what young



CSM Roger Leturno

people long for and need is no different than what he longed for and found — a sense of something greater than self, the notion of duty to country as the most noble of endeavors.

SMA Van Autreve was blessed with a great partner throughout his life and service. His wonderful wife, Rita, made significant contributions to the well being of the Army. She traveled extensively during her husband's tour as Sergeant Major of the Army and after his retirement.

Her concern for soldiers and their families was especially crucial as the Army became an all-volunteer force.

We mourn this loss of a member of "The Greatest Generation," and are thankful to SMA Leon Van Autreve for his 31 years of service to the Army. He devoted his life to making the Army a better place. Our thoughts and prayers are with Rita and their family in this time of bereavement.

In January of this year I happened to be in San Antonio the very day SMA Van Autreve was diagnosed with cancer. The doctor gave him about a year. SMA Van Autreve had already received many visitors over the next few days so I called him instead. We spoke for a short time and I believe he had accepted his fate. I promised I would find the time in the not so distant future drop in on him.

I will always regret not making that extra effort to see this great soldier one last time. SMA Leon L. Van Autreve was a champion for recruiters, a mentor to many USAREC leaders, most of all he was a friend. We will miss him.



# Chaplain's Motivational Notes



by Chaplain (LTC) Jim Stephen  
HQs USAREC

## The power of a loving mother's faith

A seven-year-old boy returned home from school one day with his head down and his heart broken. A tear-stained face alerted his mother of trouble at school and she was quick to find out what happened.

The boy had overheard his teacher telling one of the school officials that he was a slow learner who would never amount to anything. And this sensitive child, who only recently had been well enough to return to school, was crushed. His teacher no longer believed in him.

But his mother certainly did. Without hesitation, she took him by the hand and went straight back to school. Together, they would face the teacher. The young boy looked on as his mother told the teacher of her son's remarkable memory, his unique talents and promising abilities. At that moment, the boy was determined to live up to his mother's belief in him.

Years later, the world came to know this mother's son as Thomas Edison, the genius inventor. "With confidence, ambition, and industry, Thomas Edison ... turned darkness into light, called forth music from a box and made hundreds of useful inventions ..." for more efficient and comfortable living.

Still remembered as one of the most prolific inventors of all time, Thomas Edison credits his mother's belief in him as the source of his greatness. "My mother was the making of me," he said. "She was so true, so sure of me, and I felt that I had someone to live for, someone I must not disappoint."

Such is the power of a loving mother's faith. Mrs. Edison saw her child not as the underachiever his teacher believed him to be, not even as an average student, but as a brilliant boy full of promise. This mother and all mothers everywhere who see greatness in their children are miracle workers, angels of achievement who instill courage and confidence in their children. They recognize masterpieces in scribbled drawings; beauty in drooping but carefully picked dandelions; brave efforts in scraped knees; and loving intentions in kitchen messes. Sometimes, only a mother's watchful eye can discern the goodness — even the greatness — that is developing in a child.

How many of the world's advancements were fueled by the belief of a loving mother? How many quiet victories were won because a mother — sometime, somewhere — believed in the abilities of her child? If ever our society needed such faithful mothers, we do now. As the poet observed "... the hand that rocks the cradle is the hand that rules the world."

Please send your comments to James.Stephen@usarec.army.mil.

# Go for Broke: the Nisei soldiers of WW II

*(The following is excerpted from the book *Duty, Honor, Victory: America's Athletes in WW II* by Gary L. Bloomfield, Kansas City Bn)*

**T**he Japanese attack on Pearl Harbor was a shock to all Americans. There was an immediate hatred for those who perpetrated such a despicable act. This hatred included anyone of Japanese descent.

When President Franklin D. Roosevelt declared war the next day, thousands of young American men rushed down to recruiting offices throughout the country.

For the Japanese-Americans in Hawaii and along the West Coast, Pearl Harbor was an assault on them also. Many of them had been born and raised as Americans. A lot of them could not speak Japanese. They were more American than Japanese and they were just as ready to fight for their country — the United States. However, they were not given that chance during the months right after Pearl Harbor.

Feelings against the Japanese and Japanese-Americans at the time was summed up by LTG John DeWitt, the commanding general of Western Defense in the United States: “A Jap is a Jap! It makes no difference whether he is an American or not.”

Japanese-American families would soon be condemned, forced out of business, rounded up and moved to detention camps for fear that a fifth column of Japanese spies might help with an attack on the West Coast.

For the second generation of Japanese-Americans — the Nisei — they just wanted a chance to prove their loyalty to the United States, to restore their family's honor. Before the attack on Pearl Harbor, some of these men had already been serving with National Guard or Reserve units, which were quickly mobilized when war was declared. The Nisei though were not called to join their fellow soldiers on active duty. They could not be trusted.

In June 1942, after the War Department listened to the vocal protests and demands to prove their patriotism, the Nisei were inducted, but in segregated units. The Army had very real concerns about how other American soldiers would treat the Nisei. Soon afterward more than 1,400 men of the Hawaiian Provisional Battalion — mostly Japanese-Americans from the islands — were loaded onto four transport ships bound for the United States, where they would undergo military training.

Nisei men in the United States were also sent to basic training. At Camp McCoy, Wis., the Nisei underwent the same training as the other inductees.

Some of the Nisei — those who could speak, read and write Japanese — were assigned to the Military Intelligence Service and were sent to the Pacific — to the Aleutians off Alaska and New Georgia, Peleliu and Iwo Jima — to intercept enemy message traffic.

Approximately 6,000 Nisei served in the intelligence field during WW II providing valuable information about enemy troop and ship movements. However, the majority of the Nisei were formed into the 442nd Regimental Combat Team, which included the 100th Infantry Battalion.

After they completed training, the 100th Infantry Battalion was sent to North Africa, then on to Salerno, Italy, and quickly thrown into the fight. The rest of the 442nd would arrive later.

And very quickly, the never-give-up attitude of the Nisei led to the 442nd's motto: “Go For Broke.”

From one tough battle to the next, the 442nd continued to display their bravery — and their unwavering loyalty to the United States — incurring a staggering 300% casualty rate. With a unit strength of 4,500, approximately 18,000 Nisei would serve with the 442d from 1942 through the end of the war, each soldier proudly taking the place of those who fell in battle.

There are numerous examples of valor under fire: Ken Otagaki was severely wounded at Cassino in January 1944, when a mortar round exploded near his patrol, killing three and wounding two others. Otagaki lost his right leg and right eye in the explosion.

The fighting at Cassino was intense, with both sides lobbing hand grenades at each other. One newspaper reporter, hearing of this, figured that, being such good baseball players, the Nisei were probably fairly accurate with throwing hand grenades, which were about the same size as a baseball. The reporter asked one of the Nisei and got this answer, which he reported literally: “Mister, all you gotta do is trow straight and trow first. Dat's da numbah one theeng, trow first.”

One Nisei soldier who could “trow straight and trow first” was Sadao Munemori, who loved to play baseball in California before WW II.

When his squad was pinned down by a German machine gun on a hill near Seravazza, Italy, Munemori gathered up some grenades from the other soldiers and crawled within range of the enemy position. He knocked out the machine gun, only to be fired on by another one nearby. Munemori crawled toward that position and eliminated it too with grenades.

He then returned to his men, who were sheltered in a bomb crater. But almost immediately, a German grenade bounced in and landed among them. Munemori pounced on the grenade, smothering the explosion, which killed him, but his actions saved his buddies.

*(On March 7, 1946, Munemori's mother accepted the Medal of Honor awarded to her son.) The Medal of Honor was the most prestigious of the thousands of medals, including 3,600 Purple Hearts, given to the Nisei of the 442nd Regimental Combat Team — the “Go for Broke” soldiers who proved beyond a doubt that they were truly Americans.*



**Soldiers of the 100th Infantry Battalion, 442d Regimental Combat Team, were made up of Japanese-Americans from Hawaii and the West Coast. Other Japanese-Americans, more commonly known as Nisei, served as translators in the Pacific Theatre. (U.S. Army photo.)**



**A mortar crew from the “Go for Broke” 442nd Regimental Combat Team prepares to fire on an enemy position near Montenerro, Italy. (U.S. Army photo.)**

# USAREC part of newly activated Accessions Command

*By Pearl Ingram, Editor, Recruiter Journal*  
*Photos by Wes Anderson*

After more than 10 years in consideration, the Army's newest command was activated at Fort Monroe, Va., March 25. The U.S. Army Recruiting Command is now one of three commands calling the U.S. Army Accessions Command their higher headquarters.

Along with USAREC, the U.S. Army Cadet Command, located at Fort Monroe, and the U.S. Army Training Center and Fort Jackson, located in South Carolina, will fall under the newly activated headquarters. Former USAREC commander, LTG Dennis D. Cavin, accepted the unit colors and leadership for the new command.

"When I signed in as the Deputy Commanding General for IET {Initial Entry Training} just a few short weeks ago, I thought long and hard about the magnitude of the challenge that lay ahead," said Cavin.

He said the new command integrates all components of the initial military experience under one command – from first contact to the completion of initial military training.



Assessions Command Flag.



LTG Dennis D. Cavin and GEN John N. Abrams stand at attention during the activation of the U.S. Army Assessions Command at Fort Monroe, Va., on March 25.





“What this allows us to do is put everybody in one seamless process so that the very first handshake by a recruiter actually begins the reenlistment process,” said Cavin.

One important area in the training process being looked at by Accessions Command is assignment-oriented training. Under assignment-oriented training, new soldiers will know their unit of assignment while they are in basic training.

“If we know where an individual is going to be assigned down to the battalion level, we can begin to train that soldier on specific kinds of equipment,” said Cavin.

Cavin said basic training has not been fundamentally changed during the past 15 years. “We know people are coming into our Army a little bit heavier than in generations of the past. They are not as active. Physically they are not as toned and prepared for some of the rigors,” said Cavin. The first couple of weeks of training, he said, could be a period of acclimatizing recruits into an environment in which physical fitness is important.

Assignment-oriented training, according to Cavin, will reduce training time and get a new soldier to the unit more quickly and with a higher level of competency. This new approach to Initial Entry Training is presently being tested at Fort Gordon, Ga.

“As an example,” said Cavin, “the pilot we have been running at Fort Gordon, if we knew a soldier was going to the 1st Armored Division, we would train him or her on the specific model of the Mobile Subscriber equipment and could reduce the training time down four or five weeks, depending on whether he is going to a Corps or above assignment.”

In addition to assignment-oriented training, another area of change is the feasibility of having a recruiter assigned to each ROTC battalion to assist in officer recruiting and to expand the Army’s exposure of opportunities offered.

USAREC and Cadet Command will now work together under the same headquarters. In the past, both



**LTG Dennis Cavin, left, and GEN John N. Abrams, commander of Training and Doctrine Command, participated in a ceremony at Fort Monroe March 25 that officially activated the U.S. Army Accessions Command with Cavin as its commander.**

commands did some of the same types of work but were unaware of it, said Cavin.

“The two organizations have like functions and can clearly complement each other in a dramatic manner,” said Cavin.

The Cadet Command’s ROTC provides leadership training to students in its 270 programs located at colleges and universities across the U.S. and has an enrollment of 28,470 cadets. Junior ROTC has a total of 1,465 programs with an enrollment of 251,000 cadets. According to Cadet Command, more than half of the current active Army general officers are ROTC alumni.



**LTG Dennis Cavin, left, commander of the new U.S. Army Accessions Command, and GEN John N. Abrams, commander of Training and Doctrine Command, share a comment and handshake as they exchange places at the podium. The ceremony was the official activation of the Accessions Command.**

# Capturing the new grad market



by SFC Jeffrey Fletcher, Recruiting Operations, Training Division

Today's grad market is becoming more fluid each year. Between school, work, and social life new graduates rarely find themselves at home. The result is they become a moving target. This makes every time you personally contact your grad market even more important, especially with today's recruiting mission becoming more Grad heavy.

Capturing the new grad market can be accomplished by using a three-pronged attack. The first prong is a strong high school program. The second is a strong college recruiting program and the third an organized follow-up program.

Owning your grad market is a direct reflection of the effort you exert in your high school program. This is where you build all the rapport you will need for future recruiting efforts. Reputation is everything in the business of recruiting. If you, as a recruiter, get the reputation that you are just "looking for some fresh meat," your success will be fleeting. You must build and nurture a reputation as a "concerned mentor" with your market, their families and the school's faculty and staff. The better you are known in your schools by your senior market, the easier it will be for them to remember you in the years after graduation. This is especially important to your telephone prospecting after an individual graduates from high school. Think of it this way, who would you talk with on the telephone, a salesperson that you have never met or one of your friends? You want to be an old friend just calling to check up and see how things are going in the individual's life, not just another salesman. As part of your high school program, you must be involved in as many parts of your high school's

activities as possible. Whether that is volunteering to chaperone a school dance, help coach a sports team or to teach a class for a day, get involved. Face-to-face time with your market and letting them get to know you has no substitute.

As your senior market graduates, your telephone prospecting will result in a lower contact percentage. You will find that your recent graduates will travel one of two paths after high school. First is the path of going on to further their education. Some will stay in the local area and attend school, others will go away to college. Second, some will go straight into the job market. Either way, blueprinting is the key to your success in this area. Blueprinting must be accomplished by talking to other family members, as well as the individual themselves.

Recruiters find themselves banging down the telephone after asking if Johnny is home, hanging up immediately upon hearing that he is not. To be consistently successful you must be able to get information about your market from all possible sources. Take a few minutes and talk to the mothers, fathers, brothers and sisters. The more you know about the individual, the more comfortable their family members will be with filling you in on Johnny's current situation. Having a lot of blueprint information about the individual shows genuine concern about Johnny and his success. More times than not, it will be a family member who will give you the true story about Johnny and his current needs and interest.

Johnny will not want to admit that things are not going exactly as he or she had planned in high school. Being known by the entire family will keep you from getting discouraged while telephone prospecting. Having a friendly conversation and gathering information about your subject will break the monotony and feeling that you have been wasting your time.

You must then apply what you have learned and maximize your telephone time and its effectiveness by preparing a very detailed pre-phone plan. Besides all the information that you can gain from family members, you will find it is the same family members who will be the influencers you will have to deal with to close any sale.

Finally, to be consistently successful, you must have a detailed plan of attack to penetrate your local colleges and secondary schools. The first thing you have to do is set realistic goals for the schools. For example, if you are dealing with a private college that has never been cooperative with military recruiters, it may not be realistic to expect to write a lot of contracts in the first school year. Second, make a list of the people who you will need to talk in order to accomplish your goals. Finally, make a timeline and make it happen!

Now, I want to discuss some of the things that one can do on a college campus that will help them be successful in capturing this facet of the grad market. The first place to look for help is the college ROTC Department. Here you have active duty officers and NCOs who are all about finding the next generation of defenders of this great country. They can help you obtain stop out lists and prior service lists from the school's Administration Office. This is especially important to your Army Reserve mission. Here are college students who already have an interest in the military and also need help paying for their education. The Army Reserve can not only help pay for their school through their pay, but the simultaneous membership program can be of great assistance. It can provide the student with practical experience that can help them apply the leadership training they are receiving from their ROTC classes.

Next, don't forget the other specialty classes such as foreign languages and history. If you think back, what other organization has as much history associated with their business as the military. The Army is almost always looking for people who are proficient in foreign languages for careers in military intelligence. These types of classes can be used to show the college students that the Army is an employer of the skills they are learning. It will also imply that the Army is an alternate way of receiving the skills that they are looking for from college. Either way, the Army wins. Either they finish college and join our organization as a Hi-Grad or they turn to us as a trainer when they drop out. This is especially effective when you combine class presentations with TAIR events.

Remember the physical education department. As an NCO in today's Army, you have been trained in physical fitness. Again, this is an effective way to demonstrate to the college students that the Army is an employer of their skills. As with your high school program, volunteer to assist in giving a fitness class for a day or offer your services as an assistant conditioning coach for one of the athletic teams. Again,

remember TAIR events using Army athletes can be effective in getting out the word about the Army, as well as building a great working rapport with the department. This will give you exposure to the "alpha" personalities on campus.



One of the major problems a recruiter faces is that there never seems to be enough advertising money to do everything that you would like to do. Therefore, try using the campus radio station. This is a source of advertising that is almost always open to new ideas. See about getting your own program where you deejay, playing popular types of music and answer questions about the Army. Many colleges will also have their own television station. Again, this is another source of free advertising. They will almost always have a regular talk show that you can get onto a "tell the Army story."

Don't forget the traditional points of contact on the campus. Set up a meeting or luncheon with the financial aid department to discuss how the Army/Army Reserve education programs work and how they may be able to help their students stay in school. A good sales presentation to this department could develop into a referral network that will bring needy, interested applicants to you. The veteran's assistance office can help you identify people who already have Army skills and may be interested in serving part time in the Army Reserve. The student union can help you identify all the activities happening on campus and help you get display tables and booths at the events. Lastly, don't forget the campus bulletin boards. The key to remember is to change your target message to fit the semester or quarter. For example, in the months of December and June you want to display information about the Loan Repayment Program and jobs for the students getting ready to graduate. Display information about jobs from December through January for the student contemplating dropping out of school.

Finally, don't forget about the computer age. E-mail is an effective way to communicate to the entire campus, but never forget that "spamming" is counterproductive and in violation of Army and USAREC regulations. It can get you e-banned from the campus server system. Again, remember the time of year when sending these messages. E-mail will reinforce the message that you have been posting on the campus bulletin boards.

Getting to know your students early in their high school career, becoming a concerned mentor, getting involved in their education, staying in touch and remembering the seasonal sales message will ensure that you have a successful school program. It is this successful school program that will help you "capture the new grad market."

# Penetrate the local college market . . .

*Story and photo by Liz Warnke, Public Affairs Specialist, New England Battalion*

## The tasking

Find a new way to penetrate the local college market, gain the goodwill of faculty and students, and develop hundreds of leads.

Thus was born the idea for the College Campus Invasion — a collaborative effort between the Army, local radio stations, and local colleges.

The incentive for student participation was the opportunity to win college bookstore credits and other radio station giveaways.

What the Army gets is a table day at a college, the opportunity to speak face-to-face with students and faculty, and a list of leads that includes address, phone numbers, and e-mails.

## Selecting colleges

First, the Company Leadership Teams select college campuses that they would like to penetrate.

“Our Advertising and Public Affairs section gave the recruiting company the freedom of maneuver to decide which schools we needed to get into and to decide the dates we wanted them,” said CPT Glenn Woolgar, commander of the Portland Recruiting Company.

## Radio station does all the coordination

The radio station then contacts the college and sets up a date for the table day.

A week before the table day, the radio station places an entry form box in the college bookstore, along with entry forms.

During that week, the station runs spots announcing the specifics of when the station and the Army will be at the campus to take more entries and announce the winners of the giveaway. They also advertise the fact that the box is in the college bookstore until the day of the drawing.

## Army just shows up for the event

The day of the event, the Army sets up a display table next to the radio station display table. Some radio stations actually broadcast remote from the site, others make on-air announcements during the time the exhibit is set up.

Army recruiters and radio personnel man the table from 11 a.m. to 1:30 p.m., and the drawing is usually held by 1:15 p.m. After the event, the radio station types up a list of all the information on the entries and delivers it to the Army A&PA office within a week of the event.



**Sara Higgins, WCYY radio station, picks winners as SSG Chance Giannelli, Brunswick Recruiting Station, holds the entry box.**

## Great exposure for the Army

According to Woolgar, the College Campus Invasion is a fantastic way to approach a college to get exposure for the Army and help build working relationships with the college staff.

“By bringing the advertising and promotional ability of the radio station and the energy of our recruiters to bear on a college campus, it is a serious force multiplier,” states Woolgar.

Public two- and four-year colleges have consistently yielded from two to four times more leads than private schools. However, these events have clearly helped the Army create goodwill with some hard-to-penetrate schools in the area.

## Goodwill and access

“One of our schools, Bowdoin College, has not allowed recruiters on the campus in over six years,” said Woolgar.

“SSG John Rogers, Brunswick Recruiting Station commander, and I gave an information seminar to a group of students to answer questions about the Army’s enlistment criteria,” said Woolgar. “The session was very informative to the students and opened the door to the school for our recruiters for the next year.”

This advertising promotion has also created goodwill with college staff and students.

“Bowdoin College is extremely expensive. I have to budget my activities very carefully. Thanks for making my semester much less stressful,” wrote Bowdoin College student Joel Moser in a thank-you note. “I have nothing but the deepest respect for our military servicemen and women.”

“Today at Kennebec Technical College, it was wonderful,” said Susan Cryor, media consultant at WMME-FM radio station. “I have a total of 147 entries. I wish I’d had my camera. The winner was present and she was a young lady who was surprised and apparently really needed the bookstore certificate . . . she went teary eyed.”

## Leads and contracts

Woolgar reports, “We have gained over 500 leads and one contract (with more working) so far for our efforts.”

This campaign allows Army recruiters access on college campuses where they can interact with students and faculty, increasing their visibility. Plus they obtain good, solid leads.

# Refining the college/Army relationship

By CPT Dennis McGowan, Mercer Company Commander, Pittsburgh Battalion

**U**SAREC Regulation 601-104 and the program of instruction available online, College Recruiting, are good starting points for establishing a college relationship. But it's almost always necessary to tweak the basics — tailoring the approach to fit each situation.

Often recruiters develop relationships with individual faculty members such as the registrar and the financial aid director, but there is no comprehensive agreement as to what the school and the Army will do for each other. This was the case with the relationship between Thiel College and the Hermitage Recruiting Station, Mercer Recruiting Company, Pittsburgh Battalion.

As with any successful mission, we had to first define our goals. After a discussion with company commander, station commander, and recruiter assigned to Thiel College, we determined the following goals: Thiel becomes a ConAP school; Thiel regularly provides a directory list, graduation list, and stop-out list; Thiel allows us to P3 on campus and to participate in campus events such as career days; Thiel allows periodic e-mail messages to students; Thiel places GoArmy.com hyperlinks on their career placement and financial aid Web sites; Thiel allows us to post job listings on their career Web site and bulletin boards; and finally, Thiel allows military professional teams to present their specialties during classroom time, primarily in the linguists specialty.

We decided to handle the particulars of the goals with one-on-one meetings after a large group meeting. This not only cut down on the length of future group meetings, but also allowed us to continue building rapport.

Our next step was to identify decision makers, develop rapport, and establish the framework of the meeting. By identifying decision makers at a particular school, we were able to determine who we had to speak with to meet our goals. We learned that it is not always best to go directly to decision makers. As in any hierarchical system, we found it's beneficial to get the endorsement of subordinates before speaking to an approving officer.

In Thiel's case, we wanted to sell the subordinates and let them sell their bosses — a grassroots approach. This decision was based on the fact that we already had rapport with a few faculty members. Once we determined who to talk with, we had to decide who should represent the Army in casual one-on-one or two-on-one meetings.

Because colleges and universities are large organizations, we spoke mostly to the assistants, who provided us with another opportunity to hone our sales skills. During these meetings, we

**Pittsburgh Recruiting Battalion personnel meet with the Thiel College staff. From left, LuAnn McNickle, education services specialist, SSG Jamie Ludholtz, Hermitage Recruiting Station and CPT Dennis McGowan, Mercer Company commander discuss the many benefits associated with the ConAP program.**



identified a member of the Thiel faculty who was sympathetic to our cause and willing to provide assistance. This person proved valuable in obtaining a conference room and motivating other faculty members to attend.

A lunch meeting is always hard to turn down, so that was the approach we took. The availability of caterers in rural Pennsylvania and budget constraints kept lunch simple: chips, cookies, sandwiches and beverages. However, we purchased quality food and drinks rather than no-name soda and vending-machine coffee. We also made sure we checked out the conference room. This gave us the opportunity to plan the briefing area, food placement, and traffic flow. We ordered PPIs well in advance of the meeting and made sure we had extras.

We also spent time putting together an information packet that was two-fold — it served as an overview during the brief and our guests were able to use it as a reference guide after the meeting ended. Our packets were designed for upper-level decision makers, as well as their subordinates. This approach enabled us to meet our goal, because we found that the successful marketing spin we placed on our meetings with subordinates was ultimately presented at higher-levels.

The set up of the conference room was critical to a professional first impression. The room was set up with the Thiel faculty nearest the briefing screen. The battalion education specialist was invited to field questions on ConAP.

Our education specialist, LuAnn McNickle, served not only as a subject matter expert but also as a liaison. McNickle was the first person the Thiel faculty spoke with, and she really broke the ice for us.

We began a discussion of the modern Army using a shortened version of the standard USAREC commander's brief. Slides on where a new soldier lives, what he is paid, and soldier benefits were added. Also added was a slide describing the Mercer Company recruiting zone to help the faculty understand the scope of our mission. Living conditions were surprising to the faculty, who thought we still lived in open bay barracks! Also surprising was how difficult it is for a recruiter to contract and access one civilian.

We then used a brief, "An Army Of One On Campus," to facilitate the second phase of discussion about what Recruiting Command could do for Thiel and what Thiel could do for us. The faculty was shocked by the amount of scholastic aid the Army can provide for a qualified applicant. The meeting was a success!

# Enforcing standards using the One Minute Manager



By CSM Thomas G. Flemming, Columbus Recruiting Battalion

In order to put USAREC and the Army on a path to long-term success in the new century, the need for leaders to effectively enforce standards is obvious. But, with time being such a critical resource, how do leaders direct activity and enforce standards without taking too much time away from their subordinates' recruiting tasks? The One Minute Manager provides an excellent formula for success.

The first step is one minute goal setting. A station commander must know the goals of his subordinates, both personal and professional. The goals should not exceed one page in length and should be placed in a position where the recruiter can frequently review their goals in about one minute.

As a station commander directs activity within the station, he must apply the techniques of one minute goal setting. The station commander must provide clear and concise guidance and goals to accomplish in the recruiter's planning guide. If a recruiter gets off track, the planning guide contains a quick review of the station commander's directions and expectations. By listing the guidance in the planning guide, the station commander can perform after-action reviews throughout the day with each recruiter as activities occur. The after-action reviews serve as several snapshot performance reviews that allow for immediate corrective action. A good example of this process would be the recruiter who drives two hours to an appointment and the prospect is not home. As part of the goal setting, the station commander should list alternate courses of action to ensure the recruiter has a back-up plan in case of a no show or an appointment that doesn't last as long as scheduled. The recruiter notifies the station commander of the results and immediately executes the alternate plan. The station commander provides guidance regarding follow-up with the no show and reviews the alternate plan with the recruiter. This process lasts less than five minutes. The after-action reviews and one minute goal setting allows quick leader intervention to ensure standards are enforced and met.

The next step is one minute reprimands. Recruiters will not always accomplish the standards established by the station commander. The station commander must take immediate corrective action in these cases. The station commander must remember to reprimand the performance, not the person. An example is the case mentioned earlier where the recruiter drove for two hours to an appointment resulting in a no show. During the after-action review, the station commander discovers the recruiter did not take sufficient supplies (RPIs, door hangers,

etc.) to conduct the house calls directed in the alternate plan. The station commander must conduct a "one minute reprimand," ensuring the recruiter understands the performance is not acceptable. As part of the reprimand, the station commander will direct new activity for the recruiter to conduct. A key to the reprimand is ensuring it ends on a positive note, so the recruiter does not spend the remainder of the day demoralized. Additionally, the station commander must let go of the situation once the reprimand takes place. When the reprimand is over, it's over. Using the one minute reprimand effectively results in increased performance and creates a strong desire to meet established performance standards.

The final step is one minute praising. As a station commander establishes standards and goals for recruiters, he should focus on catching the recruiter doing things right toward accomplishing the standards or goals. By conducting immediate after-action reviews, the station commander can easily identify areas for praise. An example of one minute praising would be a recruiter calling in for an after-action review on a completed sales interview that resulted in an agreement to enlist. The station commander would immediately praise the positive performance. The station commander would follow up with in-depth questions about the interview (i.e., what was the dominant buying motive, sales message used, objections handled). The station commander would then praise each positive act and suggest alternate methods for areas needing improvement. The result of the one minute praising is a motivated recruiter ready to aggressively execute the next step of his plan. This praising increases morale, develops confidence for the recruiter, and increases the desire to repeat the positive performance.

Recruiters want to be successful. All they need is clear, concise guidance combined with immediate, consistent follow-up and corrective action as necessary. Effective application of the one minute manager techniques discussed allows leaders at all levels to quickly direct activity and enforce standards. In addition, with short after-action reviews throughout the day, recruiters receive necessary guidance as activities take place. The end result is more effective, confident, and productive recruiters.

*The "The One Minute Manager," by Kenneth Blanchard, Ph.D. & Spencer Johnson and "The One Minute Sales Person," by Spencer Johnson, M.D., were used as references for this article.*

# Renters insurance looks out for you

**A**s a renter, you should be aware that your landlord's insurance will not cover your personal possessions if something bad were to happen. Purchasing renters insurance is an inexpensive way you can protect yourself.

Fewer than three in 10 renters have renters insurance. Many tenants either don't know about renters insurance or don't think about it until after a disaster occurs.

## *Common myths about renters insurance*

**Affordability myth: "I hear renters insurance is too expensive."**

For just pocket change a day, your policy can provide affordable basic protection of your personal property and can protect you in case of a liability lawsuit.

**Landlord myth: "The landlord's insurance covers me."**

Your landlord's insurance generally only covers the building where you live – not your personal belongings and your liability.

**Responsibility myth: "I don't need liability insurance."**

Your landlord's policy most likely excludes liability for something that occurs in your rented residence. You could be held responsible for injury to another person or damage to another person's property if an incident occurred within your rented residence, or elsewhere. Without liability coverage, your current and future earnings could be at risk. Renters insurance may also provide legal defense costs.

**Ownership myth: "I don't own very much."**

Most people's belongings are often worth more than they think. That is one very important reason why you need renters insurance. However, it is important to know how much you need.

**Government myth: "I live in quarters, the Army will reimburse me."**

While living in government quarters does allow a possibility of making a claim against the government in some instances, please do not rely on the government to be a substitute for owning your own insurance.

Renter's policies are designed to indemnify you in the event of a covered loss to your personal property and protect you in the event you are responsible for bodily injury or property damage to others. Renters insurance is available for apartments, a rented house or government quarters.

## *What is covered?*

### **Personal Property:**

This consists of your clothing, jewelry, electronic equipment, bicycle, furniture, and other items you bring into the apartment. Be aware that most policies have a coverage limit.

### **Personal Effects:**

Personal effects coverage is similar to that of personal property, but it provides protection for your belongings away from the apartment. For example, it could cover you if your dry cleaning were stolen from your car.

### **Loss of Use:**

If severe damage to your apartment prevents you from living there during repairs, renters insurance will generally cover hotel, food, and other expenses until you move back.

### **Personal Injury:**

If someone is injured while visiting, the personal injury award of the policy covers your liability.

Renters insurance is similar to homeowners insurance, minus the property coverage. The policy protects you against losses due to theft, fire, smoke, lightning, windstorms, vandalism, explosions, etc. Typical exclusions include mudslides, earthquakes, and floods. If you are in need of this additional coverage, you can purchase it separately.

Renter's policies provide "named peril" coverage, meaning the policy states specifically what you are insured against. Some named perils include fire, lightning, smoke, vandalism or malicious mischief, theft, accidental discharge of water and others. Liability coverage also includes medical payments coverage, which applies to nonresidents of the insured premises. This coverage pays for the actual medical expenses incurred up to the limit.

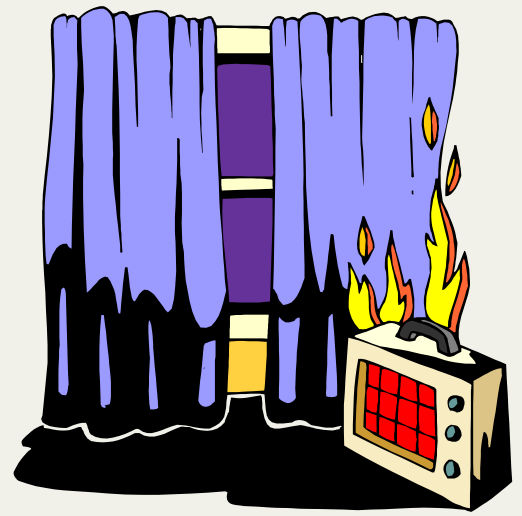
The "Replacement Cost" coverage allows you to replace irreparable property with new items that fulfil the same purpose. Some policies require you to list 'high dollar' items (i.e. jewelry, computers, furs) that may need additional coverage.

Most insurance companies offer discount rates for military personnel living in government quarters due to post security and fire departments. Insurance companies also offer discounts when you purchase auto, renters, and other insurance from the same company. Depending on the value of your property and the type of coverage you choose, the average cost for renters insurance is about \$15 - \$30 per month (based on an annual policy renewal).

You might think you don't need insurance if you rent or live in government quarters, but think again! Add up the cost of your furniture, electronic equipment, CD collection, computer, garments, and other personal property.

Suppose you have visitors to your apartment and someone slips on a wet kitchen floor? Who is responsible for the medical costs? In most circumstances you are.

Renters insurance is an important property and financial security measure that shouldn't be ignored.



# The Recruiting and Retention School is still hiring!

By SFC Bryan Hamilton  
Recruiting and Retention School

**H**ave you considered sharing your knowledge with others? Do you like training soldiers? Would you like the opportunity to do that while making the biggest impact on the greatest number of soldiers ever in your career?

If you answered yes to these questions, then a position as a Recruiting and Retention School instructor may be just the thing for you. However, you must first meet the following criteria to be eligible to appear in front of a instructor selection board:

- Be in the grade of staff sergeant promotable or sergeant first class not in the primary zone for promotion during current FY (exceptions can be made for staff sergeant).
- Have 12 or more months of station commander experience (the emphasis being on successful).
- Be eligible for operational reassignment within 60-90 days from the selection date. Nominees must have at least 18-24 months time on station from date of last cost move.
- Must be able to take and pass the Army Physical Fitness Test. Exceptions will be made on a case-by-case basis for profiles.
- Meet the requirements of AR 600-9, the Army Weight Control Program. All candidates will be checked prior to the board.
- Have earned the recruiter ring (can be waived by the commandant).

In addition to a formal board appearance, which will include presenting a class to the selection board members, each instructor candidate will also be required to take an APFT, complete a written exam, conduct a multimedia sales presentation, be evaluated on telephone prospecting, and be evaluated on their knowledge of Army Recruiting Information Support System.

An instructor selection board was held Jan. 28-31, 2002, at the Recruiting and Retention School. Fifteen candidates appeared before the board and the following were selected: SFC Kim Butler, SFC Tony Roane, SFC

Detral Hillanbrand, 1st Brigade; SFC Walter Hampton, SFC Charles Young, SFC Martin Smith, SFC Eugeno Velez-Cruz, 2nd Brigade; SFC David Wilson, 3d Brigade; SFC Jason Peters, 5th Brigade; SFC Karen Teich, 6th Brigade.

Next ISB is July 15-19.

Anyone interested should contact their battalion sergeant major.



## Thoughts of one instructor candidate regarding the selection process

“In my opinion, the three phases of the selection board for the Recruiting and Retention School is that it is a necessary process to have the new recruiters better prepared when they reach their individual recruiting stations.

The first phase of the process was the APFT. This phase ensures the total soldier concept. You must be ready to score your best, remembering this is a training base. Personally, the 0530 report time left a little to be desired. The second phase included a written exam, recruiter exercise for a phone call and a sales presentation. This phase ensures the interviewee’s knowledge of the basic sales skills and confirms they have a good foundation to build upon. The written exam was the hardest part for me; my lack of knowledge of ARISS did not allow me to max the test. This was a wake-up call for me to know that I need to brush up on my skills with the ARISS system. The third and final phase was the actual class presentation. This phase highlights the interviewee’s communication skills and the ability to connect with the recruiting students. This phase came naturally for me. Being in front of a class and presenting information was my strong point.

In summary, I feel this process ensures the best soldiers are selected to instruct, which will result in the molding of a better recruiter. My suggestions to those that follow would be: commit to doing PT on a regular basis, know the basics of recruiting, and finally relax and have a little fun during the class presentation. These new standards will put to rest the old adage, “Those who can’t do, teach.”



## Watch out for that deer!

by Mickey Gattis, USAREC Safety Manager



The morning's forecast calls for dry road conditions with low visibility due to fog. At four a.m., SSG Edward Filby heads west on Quail Run Road to pick up an applicant for processing at the Pittsburgh MEPS. Filby is 10 miles from the applicant's house when a deer darts in front of his car. To avoid hitting the deer, Filby steps on the brakes. The brakes lock, his car veers off the road, runs up a hill, flips, and rolls over three times. Filby is wearing his seatbelt and isn't injured but the vehicle is totaled.

Collisions between deer and vehicles produce a substantial cost through damage to vehicles, the loss of a valuable wildlife resource, and human injuries or fatalities. Reports indicate over 750,000 vehicle/deer collisions occur annually on our nation's highways. According to the National Highway Traffic Safety Administration (NHTSA), over 120 people lose their lives as a result of animal/vehicle collisions a year. Ninety percent of these accidents occur between dusk and dawn. Most drivers have a few seconds' reaction time during daylight hours to take evasive measures.

Experts estimate that actual roadkill in most states is two to three times greater than reported. For instance, the state police of Michigan reported 67,669 deer/vehicle collisions in 1999. That's an average of 170 deer per day. This doesn't take into account the numerous accidents involving smaller animals, such as cats, dogs, possums, and raccoons. Michigan's deer population is an estimated 1.8 to 2 million. Other states with high numbers of roadkill include Pennsylvania, Wisconsin and Ohio.

Almost every state has the yellow and black diamond shaped deer crossing warning signs displayed along some portion of their roads, highways and interstates, but they are generally disregarded by motorists. During my last visit to the Pittsburgh Battalion, I noticed that these warning signs were everywhere along the interstates. As I traveled from one company to another, I noticed many dead deer lying on the side of the roads. Some



states even place fences along highways, but they are expensive to install and maintain, and deer are known to slip under 13 inch openings or leap over sections damaged by fallen trees.

During the hunting season, movement of deer to different locations increases. However, daily movements to and from bedding and feeding areas occur year

round. Deer/vehicle collisions peak during fall and spring and intensify during the hours of dusk and dawn, occurring when deer are most active, commuter traffic is heavy, and highway visibility is low. Another frequent cause of deer/vehicle collisions is the movement across roadways during rain and fog, which causes reduced visibility. If a deer is seen, slow down and prepare to encounter other deer, since they usually travel in groups. Unfortunately, in the night there is very little time to react. Impact is usually immediate upon visual spotting. In trying to avoid deer, drivers sometimes swerve and hit another car or fixed object. Or they slam on the brakes, only to be rear ended by another vehicle.

Most recruiters believe that they are good drivers. But are you prepared for action when a deer or some other type of animal comes into your driving path?

### Remember these safe-driving tips:

**Maintain an escape route.** On a two-lane road, your escape route is to the right of the roadway. Watch for roadside hazards that can make this difficult.

**Use brakes carefully.** If your vehicle has anti-lock brakes, do not stab at the brakes, but apply firm pressure until the vehicle comes to a stop. If your vehicle does not have anti-lock brakes, press the brakes evenly and smoothly, backing off the brakes slightly if the wheels start to lock up.

**Swerve, don't brake.** Whenever possible, use your steering wheel instead of your brakes.

Recruiters cannot control all that happens on their battlefield (the roads). Being prepared for an emergency by driving defensively, keeping an escape route open, and knowing how to handle your brakes and steering wheel in an evasive maneuver can help you avoid becoming a victim of the unexpected.

## A recruiter writes:

Advertisement is seriously lacking in small areas. In an area where population of the station zone is approximately 40-50,000 or better, we have no advertisement. APA cannot help because we are not in an Arbitron area. The state organization that USAREC supports, the National Guard, airs a radio commercial every 15 minutes. We do not ever get any of the (what kids say) cool stuff. It feels as if we are expected to do our job with no help from USAREC. I think the small areas should be re-looked and given more assets to accomplish our mission.

## The Chief of Staff responds:

Thank you for your input to “The Way I See It” program. We appreciate your thoughts on the use of advertising. Television, specifically cable television, is the primary medium used for Army recruitment advertising. We have evaluated how well it reaches the prospect audience in every area of the continental USA. It actually reaches small, less densely populated areas, called C and D counties, better than it reaches more densely populated areas. In this quarter last year, it reached 90.3 percent of prospects in rural areas, as opposed to only 61 percent of prospects reached in the most densely populated areas, according to a Nielsen audit. While Arbitron, a syndicated radio auditor, might not measure delivery in your area, Nielsen does. In addition, Nielsen measures audience delivery in the Southeast, the area in which Arkansas falls, as the best in the country, again over 90 percent. Our research shows that television advertising does reach prospects in your area.

While no radio is purchased nationally, the battalions have funds to purchase local radio, depending on mission priorities with the battalion. Accordingly, the battalion APA shop plans and places local advertising in accordance with the battalion commander’s priorities to support the mission.

Again, thank you for responding to “The Way I See It,” and letting us know how we can better support the recruiter.

## A recruiter writes:

I have been on recruiting duty since June 1994. I made E-7 in my primary MOS, 71M, as a detailed recruiter and still converted to 79R because I truly enjoy recruiting young men and women into the U.S. Army.

I have seen many giveaways, PPI items, over the years. I believe I have come up with the ultimate idea, an Army “hacky sack.” Young people love this game and it is very popular with college crowds. Please consider this giveaway – it will be a smash!

## The Chief of Staff responds:

We always appreciate new ideas from recruiters in the field. We will put your hacky sack request on our list of items to be considered. At present time, we feel there are other items that are being requested more often for field support, and this item would not end up in the top six list. We have to look at all the new requests and determine which items have the most universal appeal.

Your brigade also has funds they can use for purchasing additional PPIs for local use, other than what is maintained at the



Recruiter Store. Please talk to Ted Jones, your battalion APA chief, and ask him to recommend this to the brigade. If the hacky sacks are particularly popular in your area, maybe they will consider it.

Again, thank you for responding to “The Way I See It,” and please continue to let us know how we can better support the recruiter.

## A recruiter writes:

I did not realize how much I do not know about recruiting until I started at my recruiting station. For example, I had never built a full packet with waivers. We were given prospects that we built into applicants with packets. These were supposed to be checked on to ensure they were done correctly. I understand waivers and packets are explained in the regulations. However, we were told they would be checked. It is only because of the mentor and fellow NCOs that I am receiving the training to succeed in the field. I just think it would be a lot easier on everyone if we received the tools before we report.

## The Chief of Staff responds:

Thank you for using “The Way I See It” program to voice your concerns about the depth of training you and your peers receive on waivers at the Recruiting and Retention School (RRS). I am happy to hear your peers, mentor and leaders are continuing to provide you in-depth training to fill any void you may have had since completing the Army Recruiting Course.

I have spoken with the Commandant of the RRS in regard to the training of waivers. The Commandant has confirmed that the ARISS Labs have been operational for over a year now, and that every recruiter uses the ARISS system from week one to build applicants into the system, some of which require a waiver. Because the soldiers do not print the packets during this training, it may have caused some confusion in regard to the training received. Packets are not printed for a number of reasons, foremost being cost. To supply printers and paper for more than 2,000 new recruiters each year would not be cost effective. The changes taking effect with the advent of Guidance Counselor Redesign, and the electronic transmission of the entire packet, there will no longer be a need to print the packet.

I presume you attended the course more than a year ago and that the changes may have taken place after you graduated. As I have stated, every recruiter now does waiver packets while attending the Army Recruiting Course and will continue to do so.

Again, thank you for using “The Way I See It” program to express your concerns, and please continue to let us know how we can better support the recruiter.



Fold here second and secure with tape

DEPARTMENT OF THE ARMY  
HEADQUARTERS  
U.S. ARMY RECRUITING COMMAND  
FORT KNOX, KY 40121-2726

OFFICIAL BUSINESS

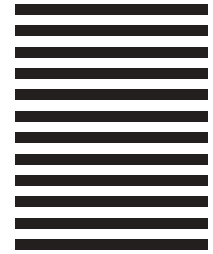


NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 600 FORT KNOX KY

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN RCCS CHIEF OF STAFF  
COMMANDER  
US ARMY RECRUITING COMMAND  
1307 3RD AVE  
FORT KNOX KY 40121-9972



Fold here first

# Market Research Highlight: The Prior Service Market

By Major Eric Burger, USAREC PAE

**S**SG William “Chip” Steele couldn’t sleep the night of September 11. He had served eight years in the Army, including action during the invasion of Panama and duty as a recruiter. He left the Army in 1993, graduated from the University of Indiana, and got a job with Enterprise Rental Car. However, the events of 9-11 prompted him to call a recruiter on Sep. 12 and rejoin the Army’s ranks. Sergeant Steele is now serving with the 101st Airborne Division in Afghanistan. (European Stars and Stripes, March 1, 2002, by Ron Jensen.)

SSG Steel is representative of an important market for the Regular Army and especially for the Army Reserve: the prior service market. Though less than 4 percent of the 17-21 year-old male market, prior service prospects are attractive to the Army because their experience limits the amount of training required for them to become contributing members of Regular Army or Army Reserve units.

USAREC’s Regular Army prior service mission for FY 02 is 5,600 or 7 percent of its total accession mission. Through the first half of this fiscal year, prior service applicants are 7.4 percent of contract production. Such applicants represent smaller proportions of the other services’ active component production: 4.9, 5.2, and 2.1 percent of Air Force, Navy, and USMC FY 02 production respectively. Over the past three years, all services have recruited a larger proportion of their production from this market.

The prior service market’s

contributions to the Army Reserve are even greater than to the Regular Army. The Army Reserve has a prior service accession mission of 20,877 in FY 02, which accounts for 50 percent of its entire mission. The prior service mission is accomplished by three accessioning agencies: USAREC, Office of the Chief of Army Reserve – Retention Transition Division (OCAR-RTD), and U.S. Army Personnel Command (PERSCOM). These agencies have 14, 48, and 38 percent of the prior service mission, respectively. Currently, USAREC is recruiting IRR to TPU transfers only in 1st and 3d Brigades, and the migration of this mission from USAREC to OCAR-RTD is scheduled to be complete not later than October 2002. At that time, USAREC will accomplish its Army Reserve prior service mission primarily from the civil life gain population. This population consists of prior service members who have completed their combined active, Reserve, and/or IRR Mandatory Statutory Obligation. PERSCOM will continue to transition volunteers to the Army Reserve as they ETS from the Regular Army.

A profile of Regular Army prior service versus non-prior service applicants this fiscal year is listed in the table below.

So far this year, Regular Army prior service applicants are slightly older and a larger proportion is male and selecting combat arms MOSs. In past years, 2d Brigade has had a larger proportion of its production from prior service applicants, though 5th Brigade holds this position in FY 02. Send feedback to [eric.burger@usarec.army.mil](mailto:eric.burger@usarec.army.mil).

RA Attributes	Prior Service	Non-Prior
Average Age (Years)	27.6	21.1
Average AFQT	59.2	60.0
% I-III A	64.4	71.0
% Male	89.3	80.0
Avg. Time In DEP (months)	1.2	2.0
% Combat Arms	31.0	36.0
% Combat Support	24.9	29.0
% Combat Service Support	44.1	34.0

# Kiosks take military

## Interactive exhibits could appear at a

By SFC Jerry Merideth, USAREC  
Advertising and Public Affairs

Recruiters gained a new source for leads last month as the Defense Department fielded interactive kiosks geared toward a youth market that's computer savvy and more attuned to bytes of information than pamphlets.

The mechanics are simple: push a button and take the next step to joining the Armed Forces.

The design is durable and futuristic – built around a viewing monitor. Kiosk buttons at arm's length from the screen activate digital vignettes with military spokespersons touting the benefits of serving in the Army, Navy, Coast Guard, Air Force and Marines, along with the services' Guard and Reserve components.

The project's online flavor is an attempt to tap into the lifestyle of today's youth market, according to project director Harvey Zuppke at Campbell-Ewald, an advertising agency based in Warren, Mich.

"The kiosk is visually striking," Zuppke said. "It really draws the visitor to watch the DVD and go up and push a button. Our objective is to put kiosks in lifestyle environments where we believe it will attract young adults to consider the military as a viable career."

The first 25 kiosks will see permanent duty at large shopping malls in major metropolitan areas including Los Angeles, Calif.; Minneapolis, Minn.; Baltimore, Md.; San Antonio, Texas; and Raleigh, N.C.

The kiosk message is punctuated with talking points – pride, money for education and financial benefits.

While spokespersons talk, footage of their service in action plays in the background. At the end of vignettes, spokespersons prompt the viewer to pick up a phone attached to the kiosk and talk to an operator at a joint call center who collects information for recruiters in the field. A continuous loop showing the U.S. Armed Forces in action plays on the screen when no users are selecting and viewing video options.

Sergeants First Class Elizabeth Green, Christopher Casey and Melvin Williams from the Army Recruiting Command traveled to Michigan from posts across the U.S. in late February to record the Total Army message. The USAREC soldiers represented the Army as its spokespersons for the Armed Forces initiative.

The trio of seasoned Army recruiters nicknamed the kiosk project "A DoD of One," a joint-service version of the "An Army of One" slogan.

"It's a tool used to stimulate interest in the Army and a resource to provide facts on benefits for military service to the potential recruit," said Casey, a Recruiting Management Noncommissioned Officer who develops recruiter training packages at



# message mainstream

## mall near you beginning in late April



Headquarters USAREC, Fort Knox, Ky.

The program follows other interactive efforts such as Internet chat rooms at GoArmy.com, where potential recruits get online information from a platoon of cyber recruiters.

Green, the Army Reserve Recruiter of the Year two years ago, said the kiosk is part of a continuing trend to target today's interactive youths using tools they understand.

"This generation is very computer-driven," said Green, a member of Army Reserve Operations, Los Angeles Battalion.

Recruiters will not accompany the kiosks. Instead the kiosks will stand duty alone and be maintained by contractors. It's a soft-sell situation that should work well in high-traffic areas, according to Williams.

Williams served as a station commander before becoming an instructor at the Army Recruiting and Retention School at Fort Jackson, S.C. Making first contact with recruits is the toughest part of the enlistment process, Williams said. He believes the kiosks will make the first step easier for the potential recruit.

"A lot of times, prospects are just kids and they're very intimidated by recruiters. This way they can get the information without feeling any pressure."

The first wave of kiosks are

prototypes, a test of a joint-service project that's been developing for two years, according to Jayson Sawyer, a Northrop Grumman IT employee performing contract services for USAREC. Sawyer serves on the Joint Service Steering Group for the kiosk program.

The next round of 50 interactive displays will move from event to event – wherever potential recruits are to be found. Five kiosks will be fielded in five major market areas across the country. Each of the target areas is an Army Recruiting Command region, assigned to brigades of recruiters.

The cost to launch the program in 2002 is under \$3 million, Sawyer said. That total pays for developing the kiosks and the phone center that will digest caller information used for recruiter leads. The money was carved out of the services' 2001 budgets.

Future versions of the kiosks may be more high-tech with Internet links to military recruiting sites at GoArmy.com and GoArmyReserve.com. There's also a plan to include a wireless capability, allowing kiosks to be stationed at events where there are no phone line hookups, such as National Hot Rod Association Events, air shows or state fairs.

"The military thinks kiosks will be a good recruiting tool because we're going to put them in areas where our target audience gathers – malls, perhaps movie theaters, drivers' testing centers, employment and unemployment offices," Sawyer said. "It is electronic and when you push a button something happens. Our target audience likes that."

## Kansas City radio station salutes armed forces

*Story and photo by Galen Putnam, Kansas City Recruiting Battalion*

The mother of a 10th Mountain Division soldier stationed in Afghanistan was the featured guest during a radio tribute to the armed forces on Kansas City's E105.1 FM Feb. 8.

Besides Kimberly Rowland, whose son, SPC Corey B. Jerman, was recruited out of the Grandview, Mo. recruiting station, guests on the Morning Show included U.S. Sen. Sam Brownback, D-Kan., Kansas City Mayor Kay Barnes, Kansas City Wizards and U.S National Soccer Team goalkeeper Tony Meola, and others.

The 5:30 to 9 a.m. Morning Show broadcast featuring Bryan Truta and Nycki Pace was taped and is being forwarded to the Armed Forces Radio and Television Service for broadcast in Afghanistan.

"This was an amazing experience. It was very emotional for everybody," said Truta. "We got a huge response from the listening audience. Everybody wanted to be a part of the tribute to our troops serving overseas."

Rowland was contacted about the broadcast by SSG Lee F. McCoy of the Grandview Recruiting Station who recruited her son into the Army.

"I keep in touch with Corey's mom so I immediately thought of her when we were asked to contact family members of soldiers deployed to Afghanistan," McCoy said. "It made me feel good to be able to bring her to the radio station to be a part of this. It's great that this is being broadcast over there where Corey can hear it. You could really hear the emotion in her voice."

Rowland had nothing but praise for McCoy.

"Sergeant McCoy helped make Corey the man he is today. He has always been very straight-up. I owe him a lot of gratitude," Rowland said. "He has always been there to answer

questions and he always goes far beyond his duty. It makes me feel good to know that he takes care of the families of those who have gone off to serve."



**Kimberly Rowland talks about her son SPC Corey Jerman on the E105.1 FM Morning Show as SSG Lee F. McCoy provides support. McCoy recruited Jerman, who is deployed to Afghanistan with the 10th Mountain Division.**

## Flag raising

*Photo by Emily D. Gockley, New York City Recruiting Battalion*

**Army CPT Shannon Jackson, company commander of Brooklyn Company, and recruiters from Brooklyn Company raise the flag at St. Finabar Elementary School in Brooklyn, N.Y.**





## And the Gunner's Badge goes to ...

*Story and photos by Anna Buonagura, Albany Recruiting Battalion*

You never know when an opportunity will present itself to tell the Army story. Such a moment occurred for Donna Costa, spouse of Albany Recruiting Battalion commander LTC Christopher Costa, when she went to a Barnes and Noble bookstore in Albany, N.Y.

"While paying for my purchase by check, I showed my military ID card to the cashier. She asked if I was in the service. I told her I was the spouse of an Army officer. She introduced herself and began asking questions about the Army," says Costa. "I told her of the many opportunities the Army has to offer young people and gave her my husband's business card. Before I left the store, I suggested she go to the local recruiting station to get more information."



**Donna Costa (left) admires the commander's coin given to Emily Schecher after her enlistment into the Army.**



**Albany, N.Y., recruiter SSG Patrick Papia II welcomes Emily Schecher into the Army.**

Costa knew her job wasn't done yet. She called the local recruiting station and gave them a heads up on her lead.

A native New Yorker, Emily Schecher was inducted into the Army on Jan. 28. She says, "I have thought about joining the service for several years but was fearful of what I would be getting into. After speaking with Donna, I now feel the time is right." Emily has a bachelor's degree in modern language with French as her major. Joining for five years, she left for basic training at Fort Jackson, S.C., on April 19 and on to Monterey, Calif., for 52 weeks at linguist school. After a long day of inprocessing and much anticipation, Emily says, "I'm very tired but I don't think I'll be able to sleep tonight."

Prospects can be found anywhere by anyone, shopping at a mall, supermarket or having your car washed. There are eligible people out there willing to listen to you tell the Army story. Make use of every opportunity.

## Battalion scores with ticket promotion

*By Janet Heyl, Pittsburgh Recruiting Battalion*

It was the hottest ticket in Pittsburgh.

And 17-year old Jason Miller of New Castle, Penn., and his father attended the sold-out Pittsburgh Steelers playoff game courtesy of the U.S. Army.

Miller isn't a season ticket holder and he didn't scan the local classified ads or place a bid on e-bay for the coveted tickets. The junior at Neshannock High School simply deposited his official entry form in a special promotional box a recruiter had placed at a local Subway restaurant two doors down from the recruiting station.

Miller's name was chosen from among more than 600 entries, proving the U.S. Army Pittsburgh Recruiting Battalion scored big with promotional give-away advertising.

The tickets were provided as part of an advertising promotion purchased well before anyone thought that the Steelers might be legitimate contenders for the playoffs.

"We were really lucky the way things turned out," said MAJ Karen Christrup, battalion executive officer.

While Steelers fans were busy analyzing a running game sans star running back Jerome Bettis, Pittsburgh Recruiting Battalion soldiers dashed to high schools to further promote the Steeler ticket giveaway.

SSG Bradley Tinstman, New Castle Recruiting Station, whose station provided the winning ticket said he believed the contest provided good publicity.

"We had people dropping by the station to enter and we also took the forms to local high schools and at three Subway restaurants where we have a Center of Influence (COI) who supports the Army."

SFC Loren Hagerman, Beaver Valley Recruiting Station commander, who reported 133 leads from the contest, agreed with Tinstman that the contest aided recruiting efforts.

"We went to high schools and when our soldiers were doing P-1, we told everyone to come in and register for the tickets," he said.

MAJ Christrup, who met the winner and his father on the day of the game, said that they were excited about the tickets and were very appreciative of the Army.

## Kosovo immigrant enlists

*Story and photo by Sonya Patterson, Harrisburg Battalion*

It was June 1999. A 23-year-old Albanian from Kosovo walked into the Stewardstown Recruiting Station. He spoke very little English, but made it clear to SFC Matthew Shea that he was eager to join the Army.

This year on Jan. 31, the Army shipped him to Fort Benning, Ga.

Driton Ramadani immigrated to the United States from Kosovo with his parents in May 1999. A friend took him to the Stewardstown Recruiting Station, where he spoke with Shea.

“He didn’t have a 551 card or a social security number, and he didn’t have a driver’s license. He didn’t even have any education credentials,” Shea exclaimed.

Shea worked with Ramadani for three years.

“I laid out the steps involved for him to enlist in the Army. He was the man who did it all,” Shea said.

Ramadani attended Essex Community College in Baltimore to enhance his English and math. Math came easy for Ramadani.

“I gave Driton the ASVAB and his math score was outstanding,” Shea said.

English was the most difficult for him to learn. In addition to English, Ramadani speaks Albanian and Serbo-Croatian.

Shea said Ramadani excelled in kickboxing in school and competed in numerous championships. “The physical training will be easy for Driton,” Shea said.



**SFC Russell Horton, left, Guidance Shop, helps Driton Ramadani, middle, recertify his enlistment documents, while Ramadani’s recruiter SFC Matthew Shea, Stewardstown Recruiting Station, far right, looks on.**

Ramadani enlisted last year as an infantryman. He receives a \$4,000 bonus and is guaranteed a duty assignment in Germany. He plans on coming home under the Hometown Recruiting program and then will depart for Germany. His goal is to be a Green Beret.

“I feel good in this country, and I want to work for the Army,” Ramadani said, during an interview at the Military Entrance Processing Station in Mechanicsburg on the day he shipped to Fort Benning for 13 weeks.

## Brothers together at the McMinnville Recruiting Station

*by Maureen Meisner, Portland Recruiting Battalion*

When SSG Greg Smith was assigned as station commander of the McMinnville Recruiting Station in the Portland (Ore.) Recruiting Battalion, he not only began a new phase in his recruiting career, he became his younger brother’s boss. The younger Smith, Daniel, is a sergeant who was originally assigned to the Portland Battalion through the Corporal Recruiter Program. He found that he had a knack for recruiting and re-enlisted to become a recruiter. He was assigned to his first choice, the McMinnville Recruiting Station.

Sibling rivalry can be a good thing, especially when the rivalry turns to a healthy competition to be the most successful recruiter in the station. The brothers are compatible and make a good team. Another positive aspect of their assignment is that they have returned to their hometown of McMinnville. Both are graduates of McMinnville High School. SSG Smith graduated in 1991, while younger brother, Daniel graduated in 1995. Their parents, Reginald and Marietta still reside in McMinnville.

“My brother has been an instrumental tool in getting where I am today. I joined the Army because of him. This is not the first time we have been in the same unit together. We were in the same field artillery unit in Hawaii, which was a pure coincidence. I know that he will always be one step ahead of me because of more time of service, but I can use that to my advantage,” said SGT Smith.

SSG Smith and SGT Smith began their military careers in a

similar fashion. They both completed basic combat training at Fort Sill, Okla., as cannon crewmembers. They also had an opportunity to serve in the same artillery battery for a few months while both were stationed in Hawaii.

However, this is where the similarities end. The elder Smith is a long-distance runner who is aggressively training to qualify for the Boston Marathon in 2003. The younger Smith prefers riding to running. He goes four-wheeling every chance he gets and is the president of a local car club that focuses on customized cars and trucks.



**SSG Greg Smith and his brother, SGT Daniel Smith, are assigned to the McMinnville Recruiting Station.**

## Airwaves become recruiting station pad for Froggy radio personality SGT Murky Waters

By Janet Heyl, Pittsburgh Recruiting Battalion

SGT Murky Waters isn't listed on the official Fairmont Recruiting Station personnel roster.

But Waters — the alter ego of SSG Steven Mercer — has been actively recruiting for the past nine months.

Waters, however, has an unusual spin for a recruiter.

Because he has no office, Waters routinely recruits around the dial on 102.7 — Froggy WGYE-FM, Fairmont's local country music station.

According to Mercer, SGT Murky Waters has become a semi-regular morning radio personality since Memorial Day.

"I'm a disc jockey on the weekends and that's how I met Leapin' Larry (Larry Nelson), the station's morning show host," Mercer explained. "He asked me to come on the show and we yucked it up on the air."

Nelson has been inviting Mercer back ever since — albeit with a name that reflects the station's aquatic amphibian mascot.

"We're a Froggy radio station so everyone takes a frog name — even our temperatures are in froggees," said Nelson who officially christened the station's newest personality SGT Murky Waters.

Mercer, who has even done spots for the Army as SGT Murky Waters, said he believes the increased community visibility has helped strengthen the Army's image in the Fairmont area.

"Sometimes people don't think recruiters are trustworthy,"



**SSG Steven Mercer, Fairmont recruiting station, routinely recruits around the dial on 102.7 WGYE-FM as a morning show on-air personality and stuntman with Leapin' Larry Nelson, the show's morning host. (Photo by Jeff Snider)**

Mercer explained. "But I think this only makes us (the Army) more visible and approachable. People know me now . . . they've heard my name and voice about 1,000 times."

But the former talk radio producer from Wichita Falls, Texas, has become somewhat of a local celebrity.

"This has helped me because people are always recognizing me," he said. "But wherever I am, I'm always a celebrity because I always try to make myself stand out so people know me."

While Mercer envisions a future as an educator after he hangs up his black Army beret, Nelson said he could easily picture Mercer succeeding in the entertainment industry.

## Family ties send teen cross country to enlist

Story and photo by Janet Heyl, Pittsburgh Recruiting Battalion

PVT Jeffrey Ransick just can't say no to family ties — even when it means flying across the United States.

Ransick recently flew cross country to Pittsburgh in order for SFC Brian May, commander of the Greensburg Recruiting Station, Pittsburgh Recruiting Battalion, to process his enlistment into the Army.

Ransick's father, COL James Ransick, who purchased the plane ticket is an old colleague of May's. The two met while stationed at Carlisle Barracks, in Carlisle, Penn.

"I put his oldest son in (the Army) and I stay in touch with everyone I enlist," May said.

During a recent telephone call, May jokingly suggested that Ransick fly his son to Pittsburgh — and to May's surprise, he did.

"Now that's what I call recruiter rapport," May added chuckling.

May met his former colleague and son at the Military Entrance Processing Station located in downtown Pittsburgh where he witnessed a special father-son oath of enlistment.

"It (the enlistment) was indeed special for me," May explained. "There is a sense of pride when someone entrusts their son and his future to you."



**SFC Brian May, Greensburg recruiting station commander, poses with PVT Jeffrey Ransick. Ransick's father provided him with an airplane ticket from California to Pittsburgh.**

## 2002 TRICARE survey

Your 2002 TRICARE survey is here. Designed to measure the service needs of soldiers and families of this command, the survey is available online May 1-31, 2002.

The link to the survey is on the USAREC Intranet Homepage at <http://home.usarec.army.mil> and on the USAREC Soldier and Family Assistance Internet Web site at <http://www.usarec.army.mil/hq/hrd/SFA/index.htm>.

The USAREC Soldier and Family Assistance staff will closely monitor submissions to ensure input is received from all levels of command. The feedback you provide will enable them to take actions on your behalf. Don't let the opportunity to participate pass you by. Sign on and complete the survey today!

## Army Knowledge Online e-mail increasing dramatically

*By Patrick A. Swan Army News Service*

Since Army senior leaders mandated all soldiers and civilian employees sign up last year, Army Knowledge Online accounts have skyrocketed from 170,000 to more than 900,000.

AKO is adding about 2,500 new users each day, said Harold Tucker, AKO systems architect. "In addition, since the AKO-account directive, we've seen daily portal usage rise from about 5,000 user sessions to 70,000."

In February alone, AKO — the Army's "hard drive" — hosted more than 1.5 million total user sessions.

"A growing number of soldiers are using AKO for general Army business as well as distinct personnel, finance and travel concerns," Tucker said. "These include reviewing official military personnel files and photos. It also includes reading announcements on policy changes and training requirements and obtaining "quick links" to senior-leader guidance and service-specific news stories."

Surprises also may await those new users when they open their AKO e-mail inboxes, Tucker said.

For instance, some soldiers may find an e-mail notification about an end-date discrepancy for their NCO evaluation reports. Leaving this unresolved may

harm their careers, he said. Because the Army has now added AKO prefixes to NCO-ERs, Total Army Personnel Command officials said they will be able to rapidly send e-mail alerts to the rated NCO and his or her rating officials. This should speed a resolution - no matter where the soldier is then stationed or deployed, PERSCOM officials said.

Other soldiers may find e-mails regarding the Army's Loan Repayment Program.

"We contact soldiers early in their enlistments for initial loan details and then later for additional loan verification information," said John Rizkallah, an official with PERSCOM's Education Incentives and Counseling Branch. "AKO helps us locate 'hard-to-find' soldiers so we can obtain any updated information we need to pay off their student loans on schedule. This saves soldiers time and money."

And for soldiers who file travel vouchers after taking official travel, the Defense Finance and Account service is sending settlement notification to soldiers' AKO e-mail address, DFAS officials said. These e-mails arrive days, and sometimes weeks, before the hard-copy version.

With all this going for it, soldiers who choose not to use AKO are missing out on the premiere, one-stop shopping place for all things about the Army, said Marc Wilson, AKO project manager for Appian Corporation, the builders of the portal.

*(Editor's note: Patrick Swan is a public affairs liaison officer with the Chief Information Officer/G-6.)*

## Army Medical Department soldiers

The Army Medical Department (AMEDD) now uses the Army Knowledge Online (AKO) Web site as a tool to provide current AMEDD news and information to its soldiers throughout the world. We have recently added copies of the E-Mercury, the worldwide publication for the Army Medical Department; Medical Soldiers Outlook, the Medical Department Enlisted Training Newsletter; and The Medical Command (MEDCOM) Command Sergeant Major's Corner which addresses current topics of interest and news from the MEDCOM Command

Sergeant Major.

To access these areas you must have an AKO account and password. Instructions are as follows:

Go to [https://www.us.army.mil/portal/portal\\_home.jhtml](https://www.us.army.mil/portal/portal_home.jhtml).

Login using your username and password.

Choose 'MACOMS' in the far left column.

Click on 'MACOMS.' It will expand to show all of the Army's MACOMS, including ours, 'MEDCOM' with a plus sign + to the left of it.

Click on MEDCOM, which is underlined.

Click yes for the security information box. You now are at MEDCOM'S AKO homepage.

Enjoy the current Army Medical Department recommended links and information.

Point of contact for using the AMEDD portion of this Web site is MSG Anthony Tate @ (210) 221-7103 or [Anthony.tate@amedd.army.mil](mailto:Anthony.tate@amedd.army.mil).

## Chu testifies on military personnel issues

*By Jim Garamone American Forces Press Service*

High-tech weapons are great, but they're not worth anything if the military cannot attract and retain the people needed to run these systems, a senior defense official told Congress March 13.

David Chu, undersecretary of defense for personnel and readiness, understands this point and discussed what the military is doing to attract and retain the highly qualified men and women needed to fight the war on terrorism.

In a prepared statement, Chu told the Military Personnel Subcommittee of the House Armed Services Committee that the services made their quality and quantity goals for the most recent fiscal year, but the recruiting environment remains challenging.

"An asset is that the military ranks first as the most respected American institution," he said. "However, while the quality, dedication and professionalism of the men and women in uniform command such respect from all Americans, this respect currently does not

translate to an increased willingness to enlist or to encourage others to serve.”

All components — with the exception of the Air National Guard — made their goals for fiscal 2001, but it was not easy, he said. He said the cost-per-recruit increased to an all-time high of \$11,652. “The number of field recruiters remained at its highest point in the last decade with just over 15,000 production recruiters,” Chu said.

The recruiting figures for fiscal 2002 show the services again making recruiting goals. The Air Guard again lags behind the other components.

Chu said the events of Sept. 11 have not translated into large numbers of high-quality recruits flocking to the military. While the attacks on New York and Washington have increased the propensity of youth to consider military service, he said he’s not counting on this increased propensity. Recruiting in fiscal 2002, he said, will remain challenging.

On the officer side of the house, “the Army, Air Force and Marine Corps met their numerical commissioning requirements in fiscal 2001, while the Navy was at 96 percent of goal,” Chu said.

The Navy and Air Force experienced shortfalls in certain specialties. “The Navy missed its goals in pilots, naval flight officers, civil engineers, chaplains and most medical and medical support specialties,” Chu said. “The Air Force was short navigators, intelligence officers, weather officers, physicists and engineers.”

He said both the services have faced these shortage problems for years. The services and the Defense Department are working together to ensure the recently authorized officer critical-skills accession bonus can be pinpointed to address these shortfalls, he noted.

Retention on the enlisted side has turned a corner, and the services are keeping the number of people they need, Chu said. Again, however, retention rates lag in certain specialties and skills, such as communications and computers, aviation maintenance, information technology, electronics, intelligence linguistics, and air traffic control, he added.

Officer retention problems persist, but Chu hopes the Critical Skills Retention

Bonus will address some of them.

The bonus, part of the fiscal 2001 authorization act, is still too new to assess yet, he said.

The Air Force is the first service to submit a bonus proposal. It identified developmental engineers, scientific and research specialists, acquisition program managers, communication-information systems officers and civil engineers as those officers who would be eligible for retention bonuses upon completion of their initial active duty service obligations, Chu said.

Chu said personnel tempo is as much a DoD concern today as it was before the military began fighting America’s war against terrorism.

“Deployments are part of military life and (they) could well increase as the war on terrorism unfolds,” he said.

“We are fully aware, however, of the effects of excessive time away from home on the morale, quality of life and ultimately, the readiness of service members.”

As a result, he said, the department implemented revised personnel tempo guidance, and the services are working to control the amount of time their personnel are deployed away from home station or outside the United States.

Chu said the new system started in fiscal 2001. He anticipates the new system will be fully implemented by the end of fiscal 2002.

“The new system will standardize definitions requiring that perstempo be measured at the individual level and that a ‘deployed day’ be a day when, in the performance of official duties (training, operations or temporary additional duty) an individual does not return to his or her regular billeting area at his or her permanent duty station,” he said. “This new system will contribute significantly to the department’s efforts to assess and mitigate force management risk.”

Chu said U.S. combat experiences in Afghanistan lead him to believe it is time to increase support to low-density/high-demand units so they may meet the demands placed upon them.

“For years, the department has been accepting risk in these weapon systems and it is time we resolved this issue,” he said. “It is imperative that we commit the

necessary resources to address these critical shortfalls as soon as possible.” Low-density/high-demand units are relatively small with critical skills, such as special operating forces, airborne warning and control crews and translators.

Overall, the end strength for the services in the fiscal 2003 defense budget request increases 2,300 from the fiscal 2002 authorization. “The Army continues at an end strength of 480,000; the Navy projects a slight decrease from 376,000 to 375,160; the Marine Corps increases from 172,600 to 175,000; and Air Force remains steady at 358,800,” Chu said.

## E-mail addresses — new addition to NCO-ER

*by Staff Sgt. Marcia Triggs, Army News Service*

Soldiers will be required to add one more thing to their noncommissioned officer-evaluation report in an attempt to cut back on the need to return reports with date discrepancies.

Army Knowledge Online e-mail addresses for the rated NCO and the rating officials will now be required on all active-duty NCO-ERs beginning with an end date of March 2002. However, reports that have been completed will not be returned due to missing e-mail addresses, said Sgt. Maj. Ray Everette, NCO-ER policy manager, Total Army Personnel Command.

The requirement was done to stop the return of NCO-ERs that have gaps in the reporting period, Everette said. Gaps are when the “from date” on the NCO-ER being sent to the Enlisted Records and Evaluation Center for processing is not the month after the “end date” of the last report on file. Which usually means that there is a report missing from the file, Everette said.

By adding the AKO e-mail addresses EREC officials will be able to directly contact the rated NCO and his rating officials to inform that there is a discrepancy based on the end date of the last report on file.

In the past, the reports were returned to the soldier’s Personnel Support Battalion. Now the report will be accepted for processing, and the rated NCO will have up to 60 days to resolve it, or

the gap will be declared as non-rated time on the official military personnel file, Everette said.

“Receiving NCO-ERs with gaps is a major problem,” Everette said. “One day there were 50 reports that had gaps, and they all needed to be returned to PSBs for resolution. If we continue to return the reports, the soldier will have two reports instead of one missing in their OMPF.”

Major Command sergeants major have sent rave feedbacks to PERSCOM for the new initiative, said PERSCOM CSM William Hoffer.

“Being able to directly contact individuals helps expedite the resolution process,” Hoffer said. “This is just one of many automated personnel improvements the Army is making and there are more to come.”

The e-mail address for the rated NCO will be placed four spaces after his name on the top back side of the report on page two. The AKO e-mail address up to the @ sign is the only portion to be entered on the report, for example, BUNNY, BUGGS P. buggs.bunny@, is how the address should read.

The e-mail addresses for all three rating officials will be entered on the last line of Part IIIId, Areas of Special Interest. Only one space is necessary between addresses and the following abbreviations and punctuation should be used: rater:, S/R: for senior rater and Rev: for reviewer.

There will be no exceptions to policy on where the rating officials will place their e-mail address, Everette said. However, provisions were made for the rating officials who don't have AKO addresses, he added.

“There is not an option to place the e-mail addresses in any other blocks than the one authorized,” Everette said. “Raters may use only the first two lines for areas of special emphasis. If there are multiple items to list, the rater must decide which ones are the most significant to add on the report.”

The idea behind adding the AKO e-mail address wasn't to ensure that all NCOs had accounts as directed, Everette said. The route was chosen since it was a requirement that should have been met by now, he said. However, rating officials

who don't have accounts for whatever reason can use either a unit or personal Internet e-mail address, Everette said. In those cases the full address should be given.

Officials who promote the AKO account said this is exactly what they wanted AKO to be able to do for soldiers.

“Using their AKO e-mail address in this way puts soldiers in the driver's seat,” said COL Robert L. Coxe, chief technology officer, Chief Information Office/G-6. “This is just one example of what the Army meant when it said AKO was giving soldiers a single, unique e-mail address that would follow them throughout their Army careers.”

“I'd like every application in the Army to use the AKO e-mail address, so that wherever soldiers find themselves, they can still obtain timely, relevant information important to their careers.”

The latest change to the NCO-ER is another way senior leaders are trying to take care of soldiers, Everette said.

There are numerous reasons why a soldier departs a command without a report, Everette said. Then when he goes back to obtain it, no one in the current rating chain meets rating requirements to help out, he added.

It's a significant problem when soldiers' files are not current when its time to promote and make school assignments, he said, based on outdated information.

## Weight control regulation under review

by Joe Burlas  
Army News Service

While the Army is currently reviewing its rules governing the weight control program in Army Regulation 600-9, don't expect to see any changes before fiscal year 2003.

That guidance and a message to stick to the current policy were sent to senior noncommissioned officers by SMA Jack L. Tilley in a “SMA sends” e-mail.

“Don't let your soldiers get caught up in the speculation about changes to the program,” he stated. “Rest assured that any decisions we make will be driven by what's best for the health of our soldiers and the readiness of our Army.”

Last updated in 1986, the latest review

was partly prompted by a Government Accounting Office report and a Department of Defense directive for the armed services to get more standardized programs across each. Currently, weight control and physical fitness standards are developed and implemented independently by each service.

Another reason for the review, said LTC Margaret Flott, chief of the Individual Readiness Policy Division, Office of the Deputy Chief of Staff, G-1, is the Army knows more about health issues and physical fitness based upon medical science than it did years ago.

“When I joined the Army, we did physical training in combat boots and fatigues,” Flott said. “Soldiers no longer wear combat boots when doing PT because we now know that practice is not healthy. Likewise, we now wear appropriate clothing for PT.”

“The review of the weight control program is about using established medical science based upon the general (United States) population — information we didn't have 15 years ago when the current regulation was written — and testing it to see what is best for our soldiers and for the Army.”

The Army is still in the information-gathering stage of the review, said LTC Linda Williams, a G-1 Health Promotion Policy staff officer. The next step will be to field test proposals and practices, she said.

Following the field test, recommendations for any changes will be staffed at both the Army headquarters and major military command levels — a process that could take up to a year — before any changes might be made, Williams continued.

“We are reviewing our current policy to determine whether changes should be made and what they should look like,” Williams said. “Our ultimate objective is to improve the health and readiness of the force.”

## TRICARE Prime beneficiaries referred for specialty care may be eligible for travel reimbursement

TRICARE Prime beneficiaries referred

more than 100 miles from their primary care manager for specialty care may be eligible to have their actual travel expenses reimbursed by TRICARE.

Under provisions of the 2001 National Defense Authorization Act (NDAA), travel reimbursement is retroactive to Oct. 30, 2000, for Prime enrollees who are referred more than 100 miles from their primary care manager's office for medically necessary specialty care.

To qualify for reimbursement, beneficiaries must have travel orders for past referred specialty care prepared by a TRICARE representative at the military treatment facility (MTF) where enrolled, or from a regional lead agent representative, if their primary care manager (PCM) is a civilian provider.

The MTF or regional lead agent representative is responsible for ensuring that a valid referral exists before issuing travel orders. To file a travel reimbursement claim, beneficiaries should submit the appropriate original receipt(s) (keeping copies for themselves), a completed reimbursement form, and the original copy of their orders issued by the MTF or lead agent. Beneficiaries may receive reimbursement after completing and submitting these items.

The new Prime enrollee travel entitlement does not apply to travel expenses incurred by active duty uniformed services members, active duty family members residing with their sponsors overseas, or to travel costs of beneficiaries referred under DoD specialized treatment programs, which are reimbursed by other travel entitlements; nor does it apply to transportation expenses resulting from emergency care covered under the basic TRICARE Standard benefit.

TRICARE Prime beneficiaries seeking reimbursement for travel expenses incurred for obtaining referred specialty care may contact their local MTF or lead agent beneficiary counseling and assistance coordinator (BCAC) for assistance. Telephone numbers and addresses for BCACs are available on the TRICARE Web site at [www.tricare.osd.mil](http://www.tricare.osd.mil).

The 2002 NDAA, signed into law by President Bush on Dec. 28, 2001,

authorizes travel orders and reimbursement for one non-medical attendant, under certain conditions. TRICARE Prime enrollees who travel with a non-medical attendant should save travel and lodging receipts for themselves and the non-medical attendant. The new non-medical attendant travel benefit will be implemented in the next several weeks and will be retroactive to Dec. 28, 2001. Specific details of the non-medical attendant travel benefit will be available soon at [www.tricare.osd.mil](http://www.tricare.osd.mil).

## Soldiers can forward AKO e-mail to other accounts

By Patrick A. Swan, Army News Service

Using an Army Knowledge Online e-mail address doesn't mean soldiers must surrender their current military or commercial e-mail accounts.

In fact, with AKO's forwarding rule, e-mails from "us.army.mil" addresses can be automatically forwarded to any other e-mail address a user selects, AKO officials explained. They said users can do this by clicking on the "personalize" button after they log on, and then choosing "user profile."

AKO officials set up the forwarding rule because they said they realized most AKO e-mail accounts complement, rather than replace, soldiers' local post and AOL- or Hotmail-type accounts, said Harold Tucker, AKO systems architect.

"Considering how often soldiers move around," added David Hale, AKO webmaster, "it is a significant advantage for them to have one e-mail address that does not change as they move from post to post or from mission to mission.

"Having a 'us.army.mil' email address is much easier for soldiers' buddies, families and colleagues to remember than the typical installation e-mail address string," Hale said.

The Army's global e-mail directory doesn't always have a soldier's most current e-mail address, Hale said. However, he said that AKO's global e-mail directory does. "That means you stand a much greater chance of reaching the person you want to contact via e-mail," Hale said.

Also, because soldiers can gain

access to their AKO accounts from any Internet terminal in the world, Hale said they can maintain communication at times they wouldn't ordinarily have any Army e-mail address, such as when they are in-between assignments or in jobs that don't provide regular Internet access.

*(Editor's note: Patrick Swan is a public affairs liaison officer with the Chief Information Officer/G-6.)*

## African-American recruiting efforts increased

IMAGES USA, a multicultural marketing communications agency, wants to make the recruiter's job a little easier this year. After completing a successful event marketing program with the Army, IMAGES USA began 2002 with the launch of Takin' It to the Streets. Takin' It to the Streets is a career development field marketing initiative designed to educate and inform high school students about the Army and its opportunities.

Atlanta is the first of nine cities and 14 national events on the tour. The Army Street Team travels in a customized Army of One humvee to schools, malls and national events. The educational program features a series of team challenge activities where students are given a mission to complete in a limited amount of time. The on-site coordinators provide them with the necessary tools to complete the mission, and those who succeed receive Army branded premiums.

Students are invited to participate in a Career Development Presentation where they will learn about some of the high tech jobs that are available with the Army. Those who actively participate in the presentation will have the opportunity to experience the Army Adventure Flight Simulator ride, which takes them on a helicopter journey, while performing 360 degree turns.

Cities included on the tour are: Atlanta, Miami, Houston, Tucson, Philadelphia, Daytona, Galveston, Raleigh, Fort Lauderdale, Detroit, Washington, Norfolk, Chicago, Indianapolis, Los Angeles, Jackson, and New York.

## Gold Badges

RSM MARCH 2002

### ALBANY

SFC Elroy Grant  
SFC Craig Aho  
SFC Mathew Huestis  
SGT Marc Jacobson

### ATLANTA

SSG Christopher Miller  
SSG David Parker  
SSG Richard Loftus  
SSG Michael Buchannan  
SSG Charles Canupp

### BALTIMORE

SFC Shane Ross  
SSG Roslyn Jones  
SSG Ronald Green  
SGT Matthew O'Donnel  
CPL Stephen Meertens

### CHICAGO

SFC Tony Thomas  
SFC Robert Salek  
SSG Julianna Gehant  
SSG William Brown  
SSG Floyd Dunn  
SSG David Dacillo  
SSG Walter Plummer  
SSG Dennis Baker  
SSG Joseph Guetzloff  
SSG Bianna Yeager  
SSG Andrew Boynton  
SSG Jose Lopez  
SGT Mario Osorio  
SGT Curtis Cox  
SGT Jody Mills  
SGT James Turton  
SGT Brian Moen  
SGT Robert Bown

### COLUMBIA

SGT James Wallace III  
SSG Christopher Swantek  
SSG Gerald Mark  
SSG Waymond Moore  
SSG Tony Talley Jr.  
SGT Christopher Waters  
SGT Jeffrey Klar

### COLUMBUS

SGT Ronnie Snider  
SSG Christopher Swantek  
SSG Gerald Mark  
SSG Waymond Moore  
SSG Tony Talley Jr.  
SGT Christopher Waters  
SGT Jeffrey Klar

### DALLAS

SFC Dolores Lopez  
SFC Robert Valdez  
SFC Jimmy Temples  
SFC Michael Gregory  
SSG Isaias Santos  
SSG Royce Davis  
SSG Denise Chilsolm  
SSG Troy Cummings  
SSG Jodi Robinson  
SSG Corey Mason  
SSG Rodolfo Guerreroarroyo

SSG Pedro Santiago  
SSG Jose Rivera  
SSG Luciano Oliva  
SSG Richard Griffis  
SGT Roberto Soriano-Olivas  
SGT Lance Willingham

### DENVER

SFC Vincent Babcock  
SFC Scott Davis  
SFC James Thombs Jr.  
SFC Sean Tafoya  
SSG Earl Marshall  
SSG Bruce Sivil  
SGT Timmy Guthrie

### DES MOINES

SFC David Albaugh  
SSG Michael Greenlee  
SSG Forrest Moore

### GREAT LAKES

SFC Jerry Vanheest  
SFC Raymond Jines  
SSG Justin Fauss  
SSG Andre Borner  
SSG Robert Holmes  
SSG Randall Scharman  
SSG Kevin Predmore  
SGT John Penn  
SGT Roland Grigsby  
SGT Brian Chamberlain  
SGT John Timm  
SGT Justin Messenger

### HARRISBURG

SFC Joseph Logue  
SFC Marcus Porterfield  
SSG David Yomes  
SSG Brian Scott  
SSG Joseph Jackson  
SSG Barry Beilhart  
SSG Anthony Farrar

### HOUSTON

SFC Shelby Ingram  
SFC Raymond Reyes  
SSG William Smith  
SSG Raymond Parham  
SSG Leo Weeks  
SGT Clayton Stevens

### INDIANAPOLIS

SSG Marvin Hill  
SSG Jamie Weaver  
SSG Frank Vasquez  
SGT Stephen Hubley

### JACKSON

SFC William Battise  
SFC Paul King  
SFC Jeffery Bridges  
SGT Betty Dodd

### JACKSONVILLE

SSG Steven Stabile

SSG Cynthia Green  
SGT Jennifer Ferrara

### KANSAS CITY

SSG Barry Egelhoff  
SSG Kevin Bryan  
SSG William Morgan  
SSG Duncan Massingham  
SSG Tasha Hernandez  
SSG Victor Sims  
SSG Neil Free

SSG Charles Armstead  
SSG Robert Myers III  
SSG Lance Willis  
SSG Sam Snow  
SGT Eric Eads  
SGT Christian Howell  
SGT Brad Watson  
SGT Revita Page  
SGT Williams Mahon

### MID-ATLANTIC

SFC Eric Rizzo  
SFC Harley Winkleblack  
SFC Edward Selznick  
SSG Robert Perkins  
SSG Christopher Coleman  
SGT Joseph Bourget

### MILWAUKEE

SFC Thomas Kupsh  
SSG John Konhe  
SSG Jacob Tilford  
SSG Lionel Bratsveen  
SSG Martin Brost  
SSG David Dellvon  
SSG Kevin Peyatt  
SSG Thomas Voye  
SGT Eric Rasmussen  
SGT John Zonta  
SGT Jason Lange

### MINNEAPOLIS

SFC David Dunlap  
SSG Maurice Stewart  
SSG Stephan McQueen  
SSG John Stadtmueller  
SSG Jeremy Nelson  
SSG Clarinda Sturm  
SSG Scott Kehn  
SSG James Bernard  
SGT Dekran Baltaian  
CPL David Russell

### MONTGOMERY

SFC Terrance Whitfield  
SSG Addie Johnson  
SSG John Byars  
SSG Almeter Thompson  
SGT Zachary Hicks

### NEW ENGLAND

SFC Joseph Blount  
SFC Steven Chabot  
SFC Peter Slivinsky  
SSG James Newton  
SSG Chad Touchet  
SSG Carlos Rubert

SSG Alejandro Tapiaastacio  
SSG Gregory Shirk  
SSG Daniel White  
SSG Dwight Pennington  
SSG Jason Krogstie

### NEW ORLEANS

SSG Jerry Wood  
SSG Lynn Roberts  
SSG Neil Glover  
SSG Kirby Williamson  
SGT Travis Stewart

### OKLAHOMA CITY

SFC Wayne Wright  
SFC Dennis Clarke  
SSG Michael Ricks  
SSG Korey Fitzgerald  
SFC Virgil Powell  
SGT Francis Stiglich  
SSG Korey Lewis  
SGT Tremaine Hennington

### PHOENIX

SFC George Ybarra Jr.  
SFC Roger Moncayo  
SSG James Huff  
SSG Christopher Ward  
SSG Shane Wagner  
SSG John McPherson  
SSG Ramon Rodriguez  
SSG Tiphany Ward  
SSG Luis Rivera  
SSG Patrick Justine  
SSG Gregory Ortegae  
SSG Rick Lopez  
SSG Charles Brown  
SSG Lisa Villarreal  
SSG Brian Gately  
SSG Jason Zimmer  
SSG Christopher Riggs  
SSG Anthony Cappucci  
SGT Jason Swank  
SGT Felicia Lane  
SGT Ronald Briggs  
CPL Matthew Montes

### PORTLAND

SFC Garrett Ellison  
SSG Steven Jorgensen

### RALEIGH

SFC Quinton Mason  
SSG Maurice Landry  
SSG Randall Armstrong  
SGT Brian Johnson  
SGT Jeanette Riley

### SACRAMENTO

SFC William Randolph  
SSG David Bradley  
SSG Michael Goodman  
SSG Robert Escobode  
SSG Jaime Boseman  
SSG John Chango  
SSG Robert Brunsvold  
SSG Allen Turner  
SSG Isaiah Freeman III



SSG Robert Patyk  
SGT Daniel Wrightsman  
SGT Andrew Castro III  
SGT Tamara Howell  
SGT Daryl Demay  
CPL Francisco Pulido

### SALT LAKE CITY

SFC Steven Swafford  
SFC Robert Wilkinson  
SSG Steven Cornett  
SSG Frank Alonso  
SSG Neil Hoyle  
SSG John Schulz  
SSG David Brigham  
SSG Teddy Desouza  
SGT Jonathan Sprenger  
SGT Lisa Merrill

### SAN ANTONIO

SSG Joey Roden  
SSG Robert Vasquez  
SGT Silvestre Sanchasotelo

### SEATTLE

SSG Le Dung  
SSG Manuel Colon  
SSG Christopher Burton  
SGT Jonathan Barker  
SGT John Sieverts

### SOUTHERN CALIFORNIA

SFC Scott Diem  
SSG Steven Williams  
SSG Wendell Claibourn  
SSG Leticia Rocha  
SSG Charles Herring  
SGT Ernesto Lozano

### ST. LOUIS

SFC Steven Schoch  
SSG Paul Parker  
SSG Timothy Erskine Jr.  
SSG Bryan Hook  
SGT Thomas Homen

### SYRACUSE

SFC Marjorie Baldwin  
SFC Jeffrey Hazlitt  
SFC Thomas Shaw  
SSG Joe Lee Jr.

SSG Ivory Hewett  
SSG Anibal Soto-Rivera  
SSG Tyrone Palmer  
SSG Jason Provens  
SSG Daniel Murphy  
SGT Omar Garcia  
SGT Jessica Chamberlain  
SGT Stephen Burnham



# Morrell Awards

RSM MARCH 2002

**ATLANTA**

1SG Willie Kelley  
**BALTIMORE**  
 SFC Charles Pulliam  
 SFC Kevin Watkins  
 SFC Dwayne Forquer

**CHICAGO**

1SG Curtis Bergeron  
 1SG Bruce Smith  
 SFC Jose Vazquez

**CLEVELAND**

SFC Michael Freeders  
 SFC Craig Rose

**COLUMBIA**

SFC Robert Tatum

**COLUMBUS**

SFC Keith Tyler

**DALLAS**

SFC Jeffery Best  
 SFC Keith Kunze  
 SFC Eugene Hufford

**GREAT LAKES**

SFC Stacy Willis

SFC Derrick Stigler  
 SFC Jerry McKown

**HOUSTON**

SFC James Bruce  
 SFC Cecilia Jones

**INDIANAPOLIS**

MSG Daniel Raschke  
 SFC James Ritchie

**JACKSONVILLE**

SFC Ronnie Jackson  
 SFC Brian Jennings  
 SFC Anthony Laury  
 SFC Rodney Lewis  
 SSG Erice Kency

**KANSAS CITY**

SFC Mark Martin

**MIAMI**

MSG Roberto Cuevas  
 SFC Nelson Dilone

**MILWAUKEE**

1SG Eric Gordon  
 SFC Edward Hawkins  
 SFC Stanley Lyons  
 SFC Patrick Beierman  
 SFC Michael Kruel  
 SFC Daniel Anderson

**NEW ENGLAND**

SSG Garry Holding  
 SFC Michael Medhaug

**NEW ORLEANS**

SFC Jon Alexander

**NEW YORK CITY**

CSM Edward Panas

**PITTSBURGH**

SFC Thomas Wikerson

**RALEIGH**

SSG Laquawanda Torain

**PHOENIX**

SFC Herbert Monahan

**PORTLAND**

1SG Curtis Hansen

**SEATTLE**

MSG Milfred Hill  
 SFC Michael Azevedo  
 SFC Kim Ellerman  
 SFC Dale Constantine  
 SSG Thomas Rossiter

# Recruiter Rings

RSM MARCH 2002

**ALBANY**

SFC Matthew Lane  
 SSG William Harvey

**ATLANTA**

SFC John Harrison  
 SSG Raymond Spears

**BALTIMORE**

SFC Carla Freeman  
 SFC Alan Jones  
 SFC Kevin Gaylord  
 SSG Wayne Jones  
 SSG Kevin Browning  
 SSG Alicia Sweeney

**DENVER**

SFC John Casey  
 SSG Jennifer Russell  
 SSG Leafner Tan  
**DES MOINES**  
 SFC Kirk French  
 SFC Raymond French

**BECKLEY**

SFC Joanne DeMary  
**CHICAGO**  
 SFC Daniel Piland  
 SFC Jerry Smith  
 SFC Woa Townsend  
 SSG Andelmo Aponte  
 SSG Aaron Kiesler

**CLEVELAND**

SFC Henry Anderson  
 SFC Carlton Gibbs  
 SSG Derald Jones

**COLUMBIA**

1SG Erik Strobeck  
 SFC Damon Williams  
 SFC Andre Jackson

SSG Gregory Watson

SSG Willie Garris

**COLUMBUS**

SFC Eric Chlam  
 SSG Dale Brown  
 SSG Ernest Creech  
 SSG Shawn Guillereault  
 SSG Dale Brown

**DALLAS**

SFC Fred Mathis  
 SFC Elias Gelat  
 SFC Timothy Cohen  
 SFC James Miguez  
 SFC Jose Santiago

**DENVER**

SFC John Casey  
 SSG Jennifer Russell  
 SSG Leafner Tan  
**DES MOINES**  
 SFC Kirk French  
 SFC Raymond French

**GREAT LAKES**

SFC Albert Crawford  
 SFC Patricia Crowe  
 SFC Jeffrey Desotell  
 SFC Detral Hillanbrand  
 SFC Daniel Hoffman  
 SFC Tony White  
 SFC Timothy Truax  
 SFC Sylvia Massingill

SSG Ayanna Morales  
 SSG Chad Gulley  
 SSG Sabrina Williams  
 SSG Shane Wohlfert  
 SSG Marcus Jones

SGT Casey Romijn

**HOUSTON**

SFC Manuel Alonzo  
 SFC Alfonso Garcia  
 SFC Raymond Marshall  
 SSG Bernice Green  
 SSG Willie Clark

**INDIANAPOLIS**

SFC Yolanda Merritt  
 SFC Steven Hulbert  
 SFC Darius Wallace  
 SFC Neal McMillan  
 SSG Oliver Wallace  
 SSG William Dunn

**JACKSON**

SFC Cary Rowe

**JACKSONVILLE**

SSG Jeffrey Graf  
 SSG Rudy Winkler  
**KANSAS CITY**  
 SFC Dale James  
 SSG Douglas Berg  
 SSG Eldon Duncan  
 SSG Edward Schenk III  
 SSG Christopher Reynolds

**MIAMI**

SFC Jose Roman  
 SFC Jorge Santana  
 SSG James Laborde  
 SSG Jack Taylor  
 SSG John Eldred  
 SSG Luis Rosado  
 SSG Gregory Gottner

SGT Carmelo Mercado

**MID-ATLANTIC**

SFC Kevin McEachern

**MILWAUKEE**

SFC Kenneth Abruzzini  
 SFC Stephen Deignan  
 SFC Bennie Bounds  
 SFC Duane Held  
 SFC Michael Young  
 SSG Eugene Montoya  
 SSG David Garland  
 SSG Dedric Knox  
 SSG Charles Buchanan

**MINNEAPOLIS**

SSG Boyd Maninga  
**MONTGOMERY**  
 SFC Norman Young  
 SFC Billy Hicks  
 SSG Edward Reynolds  
 SSG Terrance Glenn  
 SSG David Kropp

**NASHVILLE**

SFC William Lamkin  
 SSG Mark Kinsey  
**NEW ENGLAND**  
 SFC Gerald Boguhn  
 SSG Matthew Leonard  
 SSG Chad Kozdra

**OKLAHOMA CITY**

SSG Robert Woolsey  
 SSG Kevin Rutland  
 SSG Shawn Carr  
 SSG Todd Beesley  
 SSG Terry Roberts

**PHOENIX**

SFC Todd Blanton  
 SFC Javier Gonzalez  
 SSG James Monroe



SSG Valecia Rogers

SSG John Taylor Jr.

SGT Ralph Morrow

**PITTSBURGH**

SFC Gary Smith

SSG Steven Mercer

**RALEIGH**

SFC William Kendall

SSG Sabrina Devane-Babb

SSG Michael McPhatter

SSG Gary Steensgard

**SACRAMENTO**

SFC David Flenner

**SALT LAKE CITY**

SFC Mark West

SSG Aaron Young

SSG William Roepe

**SAN ANTONIO**

SFC Albert Jacques

SSG Ramiro Gonzalez Jr.

**SEATTLE**

SFC Robert Connolly

SFC Carroll Porter Jr.

SSG Alvin Coley

**ST. LOUIS**

SFC Angus Mackay

SFC Edward Wolf

SSG Brian Wetzel

**SYRACUSE**

SFC Anthony Pignato

SFC Ronnie Smith

**TAMPA**

SFC Eric Whitfield

SSG Isidro Feliciano

# The Test

**1. Which of the following is not considered a misdemeanor under AR 601-210?**

- a. Desecration of the American flag
- b. Harassment
- c. Riot
- d. Unlawful carrying of firearms or carrying concealed firearm

**2. For enlistment purposes, how long are ASVAB test scores valid?**

- a. Three years
- b. Six months
- c. One year
- d. Two years

**3. Having a history of anti-social behavior is a non-waiverable disqualification.**

- a. True
- b. False

**4. USAREC Form 544 is which of the following?**

- a. The new police record check form
- b. Request for reference
- c. COI event request form
- d. Personnel action form

**5. What does the acronym ADSW stand for?**

- a. Active Duty Ship Week
- b. Active Duty Start Week
- c. Active Duty Special Work
- d. None of the above

**6. As a minimum, how often should some form of physical training be conducted with DEP/DTP members?**

- a. At least once a month
- b. At least twice a month
- c. At least once a quarter
- d. At least once a week

**7. What is USAREC Form 992?**

- a. A certificate of enlistment
- b. An honorary recruiter certificate
- c. A certificate of training
- d. A delayed entry physical training program statement

**8. If your DEP/DTP member has more than 45 days prior to shipping, how often should you have face-to-face contact?**

- a. Once a month
- b. Twice a month

- c. Weekly
- d. Quarterly

**9. When should DEP/DTP orientation be conducted?**

- a. Within three to five days
- b. Within six to eight days
- c. Within 9 to 10 days
- d. All of the above

**10. Are there correspondence courses available to DEP/DTP members?**

- a. Yes
- b. No

**11. In first aid treatment, there are four types of burns.**

- a. True
- b. False

**12. Which of the following is a symptom of heat injury?**

- a. Thirst
- b. Heat cramps
- c. Excessive sweating
- d. All of the above

**13. Which of the following tends to occur first during heat exhaustion?**

- a. Chills, rapid breathing, heat cramps, loss of appetite, and headache
- b. Confusion, rapid breathing, loss of appetite, dizziness, and headache
- c. Heat cramps, chills, urge to defecate, tingling of the hands and/or feet, and weakness
- d. Headache, dizziness, loss of appetite, weakness, and profuse sweating (with pale, moist, cool skin)

**14. During a heat stroke, which of the following is not recommended?**

- a. Move casualty to a cool or shady area or improvise shade
- b. Loosen or remove the casualty's clothing unless in a chemical environment
- c. If casualty is conscious, do not give water
- d. Elevate the casualty's legs

**15. The four types of burns are thermal, electrical, chemical, and laser.**

- a. True
- b. False

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

# Mission Box

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



### RSM March 2002

#### Top RA Recruiter

SSG Sandra Powell  
(Baltimore)

SGT Patrick Walker  
(Jackson)

SFC Robert Arellano  
(Great Lakes)

SSG Terry Wickman  
(Kansas City)

SSG Darrin Brimmer  
(Phoenix)

#### Top USAR Recruiter

SFC Clifford Stein  
(Albany)

SFC Gregory Smith  
(Nashville)

SGT Victor Sells  
(Columbus)

SSG James Plemmonsy  
(Kansas City)

SFC Rodger Seppala  
(Salt Lake City)

#### Top LPSC

Manassas  
(Baltimore)

Morganton  
(Columbia)

Bemidji  
(Minneapolis)

Fayetteville  
(Oklahoma City)

Salt Lake City  
(Salt Lake City)

#### Top OPSC

Fort Meade  
(Baltimore)

Lebanon  
(Nashville)

Bay City  
(Great Lakes)

Deborah  
(Des Moines)

Riverton  
(Denver)

#### Top Company

Potomac  
(Baltimore)

Sarasota  
(Tampa)

South Bend  
(Indianapolis)

Lincoln  
(Des Moines)

Yakima  
(Seattle)

#### Top Battalion

None

Tampa

None

None

None

#### Top AMEDD

New York City

Florida

Minnesota

Kansas City

Northern California/  
Rocky Mountain

### Answers to the Test

1. c. AR 601-210, para 4-22
2. d. AR 601-210, para 5-8(j)
3. a. AR 601-210, para 4-24(h)
4. c. UR 1-18, Appendix B(a)
5. c. AR 601-210, Glossary, page 146
6. a. UR 601-95, 5-6(d)
7. d. UR 601-95, page 25
8. a. UR 601-95, 2-4c(3)

9. d. UR 601-95, 2-4c(1)
10. a. UR 601-95, 5-8
11. a. STP 21-1-SMCT, pg. 485
12. d. STP 21-1-SMCT, pg. 489
13. d. STP 21-1-SMCT, pg. 490
14. c. STP 21-1-SMCT, pg. 492(6)
15. a. STP 21-1-SMCT, pg. 486-7

**US ARMY ACCESSIONS COMMAND**

**ACTIVATION CEREMONY  
MARCH 25, 2002**

