

RECRUITER

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Journal

USAREC

Heavy Hitters



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Commanding General

Maj. Gen. Thomas P. Bostick

Public Affairs Officer

S. Douglas Smith

Editor

L. Pearl Ingram

Associate Editor

Walt Kloeppel

Associate Editor

Mary Kate Chambers

Cover Design

Joyce Knight

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Thank You and Congratulations



Lt. Gen. Benjamin C. Freakley

from the **Commanding
General,
U.S. Army
Accessions
Command**

Soldiers, Civilians and Families of USAREC,

In August we were challenged to complete the fiscal year 2007 mission. You met the challenge head-on, and with unprecedented energy you achieved our Army's objectives for manning the active duty and Reserve force. My heartfelt congratulations extend to all of you. Well done. Mission accomplished!

Since August we have visited the USAREC team "in the field," the hometowns and cities of America. At every turn we have been impressed by your leadership, commitment, professionalism and perhaps most importantly your connection to the communities where you serve. You have earned America's and the Army's respect and admiration.

As we attack the 2008 mission, maintain our hard-earned momentum. This year will be no less challenging, and your efforts no less important. As the Army continues the fight — from the streets of Iraq to the mountains of Afghanistan, our ability to fill formations with qualified volunteers remains critical to securing the nation. Never forget — recruiters provide the interface and cement bonds between our Army and the American people. Promote and build upon the trust and confidence you inspire between our communities and their Soldiers. Your reputation must be untarnished as you interact with the youth of America.

The entire Army stands with us — as it did in the closing months of FY 07. To finish the year we took many actions and implemented many initiatives. We have learned from these actions — what worked and what didn't, and have charted a true course for FY 08 and beyond. Soon we will provide updated guidance following a holistic review of Army Accessions. I charge everyone involved with embracing change and the positive outcomes that will result. Send feedback through the chain of command. Together we can improve the way we access volunteers into our Army.

We look forward to the weeks and months ahead. The quality leadership of the Accessions and Recruiting Commands promises a vibrant and determined approach to success. Whatever the challenges that await us, remain true to the Army Values. Let the Soldier and NCO creeds be our guideposts, in word and deed.

Congratulations once again on your magnificent performance — keep up the great work! Our Army begins with you! Thank you for your service.

ARMY STRONG!

Moving Forward into '08

An exciting new year with a new mission is already under way. We are being asked by the Department of the Army to again recruit 80,000 active Soldiers and 26,500 Army Reserve Soldiers for FY 08.

Your successful year was recognized by the secretary of the Army in grand fashion on the steps of the Jefferson Memorial in October. Our senior Army leaders recognize your magnificent contribution to the sustainment of our Army. Your efforts, combined with the outstanding support from Families and dedicated civilian employees, all came together to carry out a mission that some thought might not be possible. I am proud to serve with you.

To begin this new recruiting year and continue our momentum, we have added a high school senior delayed entry bonus. We must be inside the high schools early this year as young men and women are considering their options for the future. In addition, the quick-ship bonus will continue to be available for certain MOSs and higher bonus levels are available for priority MOSs.

However, as we move into FY 08, a number of challenges will also become apparent. A significant challenge is the decreasing high school graduation rate. Often referred to as the “silent epidemic,” the national average for high school graduation is now at 70 percent. In some urban areas, the rate drops even lower.

To make matters even more challenging, about 12 million graduates ages 17-24 scored below 50 percent on the Armed Forces Vocational Aptitude Battery. The Army is working to do our part to assist with these challenges. We have asked you to initiate the March 2 Success tutoring program in your areas. Not only does this program benefit prospects scoring below Army requirements but it also benefits those who can increase their score to 50 percent or higher (Category I-III A) by expanding their enlistment options. March 2 Success, along with other programs being worked at Department of Army level, will assist applicants in achieving their goals in education, as well as assisting in growing the Army strength. Is this program being used throughout your schools to its fullest extent?

A second challenge for FY 08 is the continuing decrease in general military propensity rates. When young men and women are asked how likely it is that they will serve in the military, more each year are stating that it is unlikely. We have seen the percentage rate of those who state they are unlikely to serve gradually increase since 2004. Our efforts to tell the Army story through centers of influence, veterans groups and community organizations provides information to those who may have never considered the benefits of an Army enlistment.



Maj. Gen. Thomas P. Bostick

In addition to these challenges, America is experiencing an overall increase in the rate of obesity among the population. In 1987, one in 10 Americans was obese; today, it's one in five, and the problem is rapidly getting worse. The Army is looking to partner with education and health organizations in order to explore ways to assist.

Over the years, recruiters have acted as motivators and cheerleaders to prospects in their efforts to meet Army weight standards. Pfc. Wendy Rodgers, who weighed 225 pounds when she decided to enlist, said, “Sgt. 1st Class Saucedo and Staff Sgt. Juarez from the Las Vegas recruiting station helped me out tremendously and have treated me as an equal always. They are the best, and along with Sgt. Blasini, I will always call these three my brothers.” Many of these young men and women have held a strong desire to enlist and some have lost as much as 100 pounds in order to qualify. We can all be proud of the effort they have put into their enlistment.

In FY 08, we will continue to mobilize the Army and the nation by keeping Future Soldiers, veterans, as well as other centers of influence informed about the \$2,000 referral bonus and advise them about current enlistment bonuses and incentives, such as the two-year enlistment option.

As we celebrate Thanksgiving this month, let us not forget those who continue to serve in harm's way. May they enjoy the true meaning of this special day; our country has much to be thankful for, and their service is certainly a blessing for all who will celebrate Thanksgiving in peace and freedom. May these great Soldiers return to their families and loved ones in the near future and remain safe as they stand on point for the nation.

In a positive work environment, with outstanding team members, we are off to a running start for this fiscal year. Inspired by the Warrior Ethos and Army Values, we are moving forward.

Enjoy the Thanksgiving holiday with family and friends and stay safe.

The Digital Planner is Here!

I trust this message finds each of you doing well and looking forward to another great year in this command. FY 08 promises to be a year in which significant changes will continue to take place in USAREC.

Among those adjustments will be the forward movement in the information technology arena. One of the best examples of IT transformation is the decision to move ahead with a digital planner. The commanding general's decision to embrace the digital Recruiter Zone calendar exclusively is an important step in our effort to leverage technology. Going digital is a wise move — it affirms the importance of planning and benefits the recruiter directly.

This decision means saying farewell to a tool that has long been a familiar part of the recruiter's tool kit. The trusted paper planning guide, however, is old technology that has significant limitations. The RZ calendar offers a host of advantages that will make the recruiter more productive.

The power of the RZ calendar is that it links the recruiter's plan and accomplishments directly with the data management systems in the Army Recruiting Information Support System. Each recruiter should know how much effort it requires to put one prospect in boots.

Computing conversion data until now has required adding up appointments made, appointments conducted, and so on through enlistments and crunching the numbers with a pocket calculator. The RZ calendar computes that data automatically and makes it available to the recruiter and to the station commander on demand.

Another advantage is that the digital calendar allows the recruiter to create more detailed recruiting operation plans than were ever possible with the paper planning guide.

A digital planning tool is not entirely new. Microsoft Outlook and its built-in calendar have been available since the command fielded the recruiter work station almost 10 years ago. Some recruiting units have used the Outlook calendar with success. However, the Outlook calendar has its own limitations, so last January we introduced the RZ calendar.

Recruiters and station commanders will appreciate the security of using a digital calendar. Data for the recruiter's plan is stored on servers, which makes it easy to restore a recruiter's calendar should the RWS become inoperative.

Many recruiting stations have already made the switch to digital. Recruiters in the Hicksville, N.Y., station and elsewhere



Command Sgt. Maj. Martin Wells

praise the RZ calendar as easy to use. Calendar year 2007 is almost over, so every recruiter in every station must learn to use the digital planner. The time is now to train on the RZ calendar, and training will be crucial to the successful transition to digital.

Fortunately, we have an abundance of training resources available. The Learning Management System and the Recruiting and Retention School have online training resources available at any time. The RRS also offers instructor-led training by way of the virtual classroom server. Details about these and other training resources are in this issue.

It is exciting that we have the RZ calendar, but it is just one of the latest developments in the command's transition to an all-digital recruiting environment. The RZ calendar and new digital tools on the horizon promise to enhance the efficiency and effectiveness of recruiting operations and improve the recruiter's quality of life.

I trust that we will all embrace this step forward in the area of information technology as we move forward toward increased effectiveness and efficiency. Have a great year in FY 08!

Overcoming Holiday STRESS

Whether you like it or not, whether you are prepared or not, the holiday season is upon us! Seriously, what should be the greatest season of the year, which should bring us joy and warm our hearts, instead often brings stress and heartburn, headaches and depression.

The stress associated with the holidays often makes what should be the most wonderful season of the year a miserable mess. In fact, I would not be the least surprised if a few of you said that you were actually dreading instead of looking forward to the actual holiday.

The stress that plagues people at this time of the year is rooted in three basic sources: time (getting everything done) money (paying for it) and emotions (conflict with family and past painful memories that resurface). I would like to share some preventive tips on making this holiday season the most joyous time of year for you and your family.

I believe during this season, stress is often associated with what I call the irrevocable laws of the holidays.

- The time that you spend finding a parking space is inversely proportional to the amount of time you have to spend shopping.

- The other checkout line always moves faster — if you don't believe me, change lines and see what happens.

- Beware of the three most frightening words — some assembly required. Be aware that unassembled toys take three times as long to assemble as they say, because the guy who wrote the instructions speaks three languages and English is not one of them. And while there will always be at least one missing part, there will always be a pile of nuts and bolts and washers left over.

- The three most often overlooked words are — batteries not included. Be aware that toys that require batteries seldom if ever come with them.

- When you return to the store to buy the gift that your husband, wife or child showed you the previous day, it is gone and they will not be receiving any more.

- If your toilet is ever going to break or your sink plug up, it will be when everyone is at your house celebrating.

If you stop to think about it, stress is nothing new during the last two months of the calendar year. Stress can result from anything that annoys you, threatens you, worries you, hurries you, angers you or frustrates you. This stress shows up as frequent headaches, irregular heartbeats, indigestion or nausea, difficulty falling or staying asleep, waking up tired or being angry or irritable.



Chaplain (Lt. Col.) Terry Whiteside

But we each can deal effectively with our stress. Here are some helpful tips:

First, set realistic expectations for yourself. We can get so distracted by what we consider the many necessary things that we miss what is really important to us. By focusing on those things of lesser importance we miss what is the most important.

Perhaps all of the preparations you have planned for the holidays are good, but are they all necessary? We must not get so wrapped up in our preparation for the holidays that we have no time for what is most important to us. The best thing you can do for yourself as we enter this holiday season is to determine what is really stressing you out. For example, if it is really stressing you, do you have to have that special dessert that takes an entire afternoon to make? Do you absolutely have to decorate the house as elaborately as you did last year?

In fact, cross out everything that takes away from the real meaning of each holiday for you! And we need to remember why we are doing what we are doing. We can get so busy with our preparations for each holiday, and our participation in these events that we forget to spend time with those that are most important to us. Remember, our families are important to us! And then decide to do something that makes a difference. Some things that people have told me they have done to make a difference include mending a quarrel, forgiving someone who has treated you wrong, turning away wrath with a soft answer, visiting someone who is lonely, apologizing if you were wrong, and being especially kind to someone with whom you work.

My prayer is that each of you has a blessed holiday season!

Memo Readdresses Tattoos, Gang Association

By Mary Kate Chambers, RJ associate editor

USAREC has revised its policy concerning tattoos and gang involvement for Army applicants.

In March 2006, soon after the Army had updated its policy to allow tattoos on the neck, USAREC implemented a rule that was more strict. Message 06-086 stated that only tattoos on the “back of the neck” were allowed. That location was defined as being “just under the ear lobe and across the back of the head.”

“The more restrictive language that USAREC had published ... was never officially adopted by the Department of the Army, and so we removed that rule and we are currently using the policy as described in AR 670-1,” said Frank Shaffery, USAREC deputy G3.

The regulation that Shaffery referenced, *Wear and Appearance of the Army Uniforms and Insignia*, February 2005 (update), says, “Any tattoo or brand anywhere on the head or face is prohibited except for permanent makeup. Tattoos that are not extremist, indecent, sexist or racist are allowed on the hands and neck.”

The Army policy was initially revised from prohibiting neck tattoos to allowing them because research indicated that societal changes had led to the increasing popularity of the permanent skin art. Information gathered by Accessions Command showed that as many as 50 percent of 18- to 29-year-olds had tattoos. It was estimated that 1,600 applicants might be eligible to join the Army if neck tattoos were allowed.

Additionally, neck tattoos were allowed prior to 1996.

“While it may not be something that everyone is fond of, tattoos have become very popular with our youth,” said Shaffery. “I am glad the Army has recognized this. Many of our highly qualified applicants have tattoos that have no effect on their ability to serve in our Army.”

However, a tattoo can be an indicator of gang membership, which can run contrary to military service. As such, the USAREC message with the tattoo update also states that USAREC will not enlist an applicant who is currently a member of a gang that has criminal elements associated with it.

“The first issue is, what type of gang is it?” said Shaffery. “Some gangs may not have any ties to criminal activity so there may not be an issue with that type of membership.”

An interview with the battalion commander can be used to determine the applicant’s suitability to join.

For example, oftentimes a person may be pressured into “joining” a gang, but may not have actually committed a crime. Or a person may be trying to leave a gang or may be a former member of a gang, and the policy takes into consideration those circumstances, saying, such a person “will not be denied entry solely based on former membership unless the battalion commander has determined past acts warrant such denial.”

USAREC encourages recruiters to use local law enforcement agencies to help determine gang affiliation and agendas, as well as to determine an applicant’s record.

Recruiters also should learn to identify tattoos that may signal gang association. The USAREC G3 Intranet portal shows examples of tattoos that are allowed and not allowed. It lists Web sites that can be used for research.

“We refer recruiters to Web sites if they don’t understand what a tattoo means,” said Robert Stewart, enlistment eligibility and processing division chief in USAREC G3. “Some young kid may think a tattoo is beautiful and doesn’t know what it means. He may have that tattoo but he may not be part of a gang.”

Screening for dangerous gang members is critical, said Stewart. An FBI report from January on gang-related activity in the armed forces says some “may enlist to receive weapons, combat and convoy support training or to obtain access to weapons and explosives.”

Tim Hudson, USAREC anti-terrorism officer, said military training could be put to use in ways it was not intended.

“They can use tactics they’ve learned in the military and go against police officers, other gangs or within the community,” he said.

Stewart pointed out that some gang members may think the Army offers perfect training.

“If you’re in charge of a gang, and you’re trying to make this a big gang, you’re going to recruit people who are qualified,” he said. “And the guys who are not qualified, you’re going to get them qualified.”

Shaffery said USAREC must close the door on those who seek to use the Army for purposes that are contrary to the Army values.

“If they are entering the Army for unlawful purposes and they are engaged in criminal acts or associated with an organization which is known for violence and has an agenda to commit criminal acts, then they have no place within our ranks,” he said.

How to: Maximize Selection Tour Stops for the All-American Bowl

By Sara Entgelmeier, Weber Shandwick

After being nominated in May, 84 high school seniors learned this fall that they had been chosen to participate in the eighth annual U.S. Army All-American Bowl. The game, on Jan. 5, in San Antonio, Texas, provides a forum to highlight the skills and values learned on the football field and in the Army.

The 2008 event also marks the inaugural year of the U.S. Army All-American Marching Band, recognizing the role band members play in the high-school football experience. Ninety-one marching musicians from across the country were selected to participate in the game.

“A U.S. Army All-American selection is a very important honor; it is a testament to the hard work, dedication and teamwork they’ve demonstrated over so many years,” said Col. David Lee, director of Strategic Communications, Marketing and Outreach for the U.S. Army Accessions Command.

The Army is in the midst of 138 Selection Tour stops across the nation, honoring the students prior to the game. Once the East and West football teams have been selected by a committee of national recruiting experts, the Army visits each of the students’ local commu-

nities throughout the fall. On average, these Selection Tour stops consist of an assembly, where an Army representative presents each individual with their game jersey. The event also provides an opportunity for recruiters and local battalion staff to meet with school officials, gain visibility and interact with prospects.

There are several ways to leverage Selection Tour stops locally. Possible tactics include:

- Inviting Future Soldiers, HRAPs, SRAPs, ADSW, Army Reservists and veteran alumni to interact with students and the administration. These Soldiers have personal connections to the school and the community.
- Inviting local centers of influence to watch the presentation and learn more about the Army’s dedication to high school athletes.
- Including Cadet Command counterparts to highlight available scholarship opportunities.
- Reviewing prepared messaging, program specifics and game details with participating Army personnel to ensure program benefits and recruiting messages are consistent.

- Following up with leads generated at the event via a Recruiter Zone e-mail or phone call to thank COIs and prospects for their participation at the event.

- Leveraging local partnerships — NFL, radio, community organizations, etc. — to recognize AAB players, communicate the Army’s dedication to high school athletes and promote Army opportunities and benefits.

- Following up with local media contacts to provide photos and messaging for tour executions.

Some battalions are also organizing All-American Bowl viewing parties for students, parents and administrators. The “tailgate” parties will provide opportunities for recruiters to engage with prospects and influencers in a relaxed and positive atmosphere. The Selection Tour stops are an opportunity to initiate the idea and begin generating buzz. These viewing parties also offer recruiters a built in recontact strategy for prospects in the pipeline.

“The All American Bowl Selection Tours are a great way to get in front of high school football teams, and often times, the junior and senior class,” said Kimberly Hanson, Dallas Battalion Advertising and Public Affairs chief. “Because they are fun events recognizing typically well-known and liked students, recruiters are better able to get a foot in the door and interact with students in the school who otherwise may have been hesitant.”

For more information on USAREC participation in the AAB and the Selection Tour, visit www.usarmyallamericanbowl.com or contact Maj. Owen Ward, USAREC G-7/9 operations officer, at owen.ward@usarec.army.mil.

Lt. Col. Richard Ellis, Fresno Battalion, left, and Brig. Gen. Charles Ebner, 63rd Regional Readiness Command, present Darrell Scott his All-American jersey at St. Bonaventure High School in Ventura, Calif., on Oct. 2.



Are You a 'Mover & Shaker' or an 'American Classic?'

By Lt. Col. Donna Dorminey, USAREC deputy G2

Does it matter? Well, it could impact how companies and various organizations interact with you and what promotional offers they send your way. "Movers & Shakers" and "American Classics" are two of the 66 segments that make up the Claritas PrizmNE segmentation system.

Those of you who have been around recruiting for a while may recognize the Claritas name. They are the same company that developed the MicroVision 50 segments that the Army used in the late 1990s and early 2000s. Does "Rustic Homesteaders" ring a bell? PrizmNE is the collection of segments that replaced MicroVision after the results of the 2000 census were made public.

Lifestyle Segments

PrizmNE are lifestyle segments that cluster all of the households in the United States based on consumer and financial behavior, as well as life stage, socioeconomic status and recreational and media habits. Hundreds of companies across the country use this PrizmNE segmentation system to select target markets, prioritize marketing investments, help determine future opportunities, help understand buyers' wants and needs, increase efficiency in product development and to make marketing communications more efficient and effective.

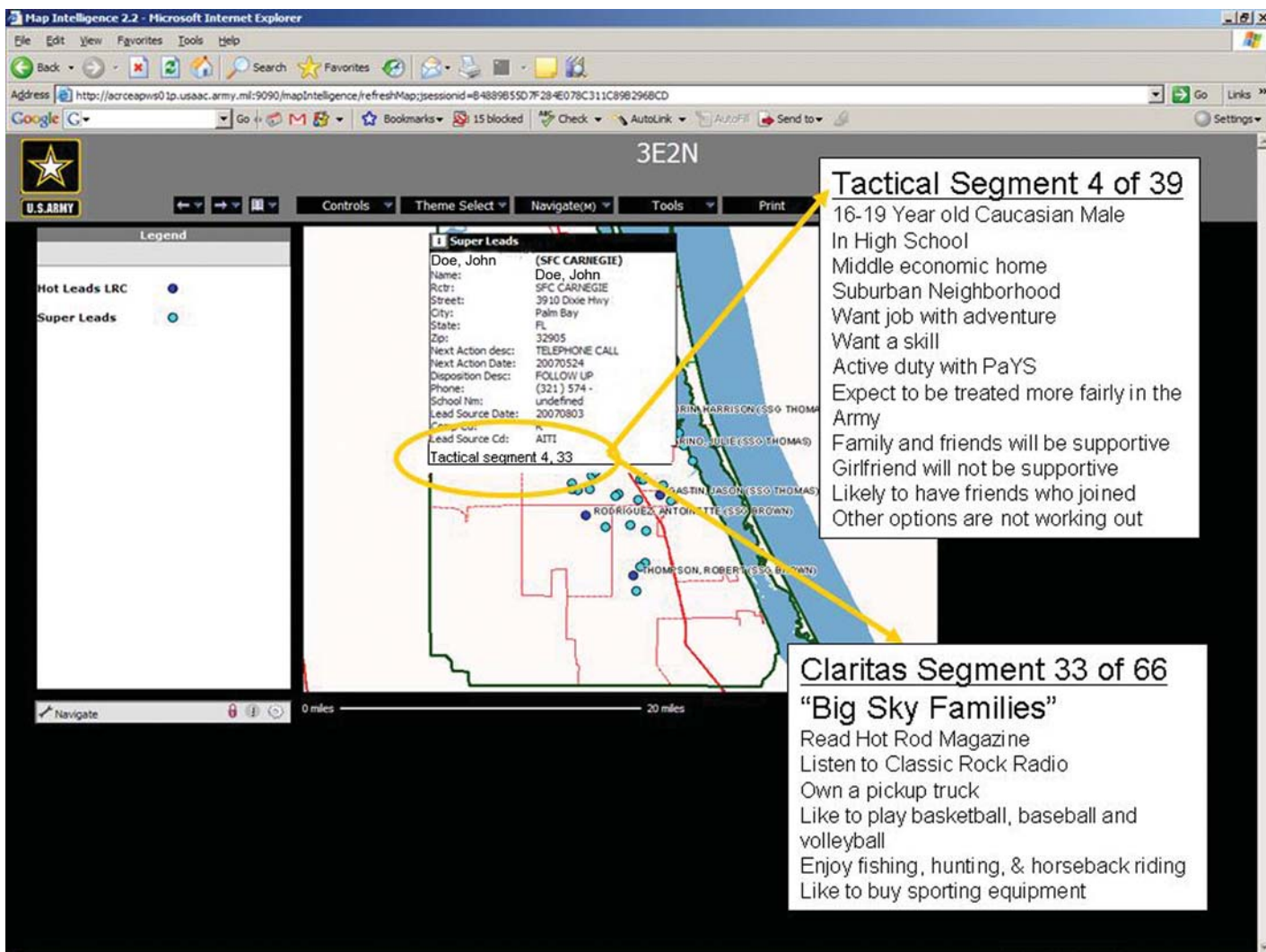
The Army has taken segmentation one step further. We've embarked on an enhanced "Army Custom Segmentation System" that builds on the information provided through PrizmNE. The ACS clusters all 17-24 year olds in the United States based on their attitudes toward the military and the Army, as well as their primary motivators and barriers for joining the Army.

Four pieces of information are needed to determine the segment: ZIP+4 address, race or ethnicity, age and gender. With this information, we can determine the PrizmNE segment, which provides information on the likely attributes of the household as well as the Army Custom Segment, which provides information on the likely attitudes, motivators and barriers of the individual youth.

Army Custom Segmentation System

Until now, the Army Custom Segmentation system has been used mainly at USAREC and higher levels to develop targeted messaging at the broad reach (national) level. In fact, ACS was used as a foundation for the development of the Army Strong campaign messages that are currently being aired across the nation. We've also used it to assist in creating special direct mail items designed to resonate with various segments.

We've been tracking propensity and production characteristics for the segments for the past two years and have determined that Army Custom Segmentation also has the potential to provide valuable, usable information to the USAREC field force for targeting and messaging at the local and even individual levels.



The lead detail box that appears in GAMAT when mousing over a lead will include both the Army Custom Segment and the PrizmNE segment for that lead. Mousing over the segmentation information will produce another dialog box that will display the key attributes of those segments.

In 2008, recruiters can expect to have the tools in place to enable them to exploit the powerful blueprint information on leads that the ACS can provide. Starting around February, all 17- to 24-year-old leads that have the required information will have segmentation appended. This segment information will be visible in three ways.

First, there will be a segmentation field on the individual lead screen that will identify both the Army Custom Segment and the PrizmNE segment to provide recruiters with additional blueprint information on the lead. Second, segmentation will be added to the “find” screen that will enable recruiters to pull down leads by segment, enabling recruiters to do targeted prospecting by segment. Finally, recruiters will be able to select leads by segment for the e-mail application. Special e-mail templates will be available for the more common segments.

Once all of the leads can be coded for segmentation, this information will be made available in GAMAT (Graphical Accessions Mapping Analysis Tool) as well. The lead detail box that appears in GAMAT when mousing over a lead will include both the Army Custom Segment and the PrizmNE segment for that lead. Mousing over the segmentation information will produce another dialog box that will display the key attributes of those segments.

Some battalion and brigade level staffs have already begun to successfully use Army Custom Segmentation for targeting and messaging at the regional and local levels. The blueprint information it adds will be a powerful resource for recruiters as they prepare for their first interactions with the youth and influencers in their areas. The S2/MMA/G2 chain is the USAREC proponent for Army Custom Segmentation.



Recruiting Station Vandalism

Staff Sgt. Robert Hogue's government-owned vehicle is vandalized on Sept. 5 at the Crystal Lake, Ill., station. *Photo by Staff Sgt. Robert Hogue*

By Walt Kloeppe, RJ associate editor

With anti-war sentiments on the rise, it seems that vandalism of recruiting stations and government-owned vehicles is up as well, according to the CG memorandum on safeguarding GOVs distributed in February.

Call it predictable that sooner or later anti-war sentiments would spill over in the form of vandalism against recruiting stations. Add to it that many GOVs are brightly branded with Army logos, and you have a highly visible target.

On the morning of Sept. 5, Staff Sgt. Robert Hogue of the Crystal Lake, Ill., station headed to work in anticipation of another busy day of recruiting. But when he saw his GOV, parked behind the station in its usual space, he found that four or five colors of paint were poured over the car. His recruiting duties hit the back burner, as he now had to deal with the mess he faced. The paint was still a bit wet so Hogue headed to the carwash and was able to power wash most of it off. But there was still damage to the car's finish, leaving a slight tint of the respective colors.

While this particular incident ended with minor damage - that was not always the case during Crystal Lake's four month spree of vandalism. The front door of the station was smashed twice in a month, the brick wall was spray painted, the front windows were smeared with an unknown substance and the station's GOVs were spray painted.

Crystal Lake team leader Staff Sgt. Lee Hoenig told how the station responded to the continued vandalism.

"What we immediately do is call the police and get them out to do an incident report," said Hoenig.

The recruiters took digital photos of the damage and sent them, along with the case number from the police department, to the first sergeant. The station commander, Sgt. 1st Class Charles Coe, responded to the incidents by arranging with the Crystal Lake police department to draft a memorandum of understanding, allowing recruiters to park their GOVs at the police station.

Hoenig spoke of the frustration for recruiters, who are scrambling to make mission, to suddenly find themselves

taking valuable time to deal with the inconvenience of a vandalism attack.

“Obviously, it does cut into the time that I could be working with people, trying to help people get into the Army. Or helping my guys complete their mission,” said Hoenig. “It’s discouraging when you have to spend time to clean it up. It does upset everybody. The way I look at it, it’s a coward that does it. If you have a problem with it (the Army) you can do other things to get your point across without having to vandalize and destroy property. That’s why we have freedom of speech and all the other venues, other than having to degrade something or break it.”

According to Hoenig, only GOVs that have the Army brand on them have been vandalized. The unmarked GOVs sitting in the same station parking lot have never been hit, neither have any recruiters’ privately owned vehicles.

“My opinion is that marking them is great for advertising but then again, it’s an easy target,” said Hoenig.

While some of the vandalism seems to be random acts of juvenile delinquents, at other times it appears to be a statement of anti-war and anti-Army.

“A lot of the vehicles had ‘Army fascist pigs’ spray painted on the car,” said Hoenig.

The good news is that the recent perpetrator has been caught and is being dealt with by the local authorities and the chain of command, said Hoenig. The incidents of vandalism have seemed to stop for now.

“We do have protestors out front on the corner every Thursday,” said Hoenig. “They are nonviolent, nonthreatening people, they just stand their signs up. They were not responsible for what happened to the building — we know that for a fact. We have never had a problem with them,” said Hoenig.

Hoenig stressed that while there were those few random acts against their station, the community has been very supportive of them.

“We’ve actually had some good support from the community. Several business owners were veterans, and this past summer they’ve gone out there and stood next to them (the protestors) and waved the flag and supported us,” said Hoenig.

Station commanders are reminded to review the commanding general’s memorandum for safeguarding government owned vehicles if they incur acts of vandalism.

While Crystal Lake may have received a negative blow from the vandalism of one individual, the overall support of the community has been great. When the paint-damaged GOV was taken to the local body shop to be buffed out — the body shop simply said, “No charge.”

Process to Locate a Safe Parking Area

(enclosure to CG memorandum on safeguarding GOVs)

Go to www.google.com

Click on maps

Type in recruiting station address and click on search maps

■ Your recruiting station will be indicated on the map by a green arrow.

■ There will be a pop-up box in the middle of the page

Pop-Up Box

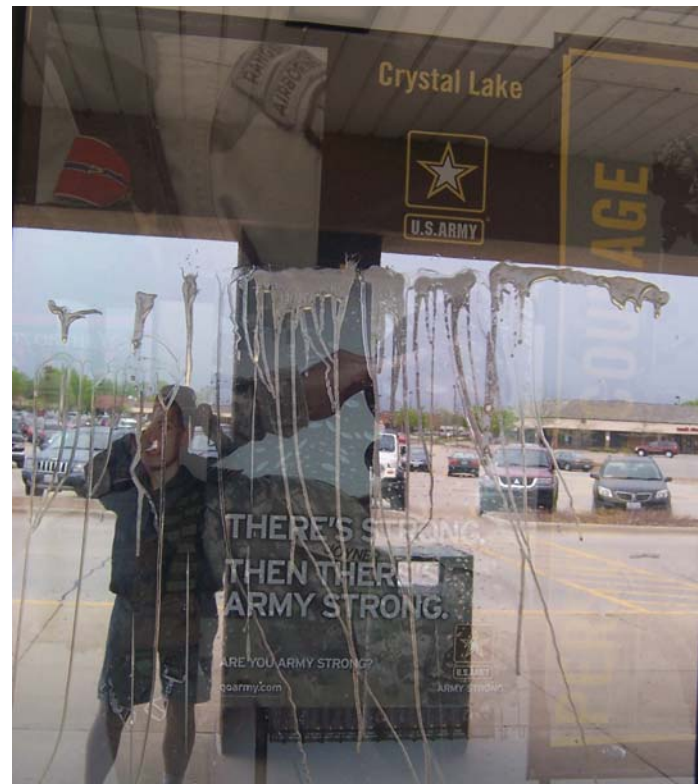
■ Click on search nearby

■ Type in one of the following:

Police station, fire station, military installation, post office, National Guard unit, Army Reserve center, or municipal parking lots

This search will list the facilities on the left side of the screen and the location will be indicated on the map. The information on the left side will indicate their phone number and driving distance from the recruiting station.

Begin the process of selecting location and contact the selected facility. If there is an agreement, complete the process by preparing and signing a memorandum of agreement or memorandum of understanding.



Staff Sgt. Lee Hoenig takes a photo of the front of his station after it was smeared overnight with an unknown substance. Other vandalism included the front door of the station being smashed twice, the brick wall being spray painted and the station’s GOVs being painted with slurs and vulgar images.

Recruiter's Planning Guide *Goes Digital*

By Lucas Hutton, Training Directorate

There won't be a 2008 calendar planning guide insert in Santa's sack this year. The recruiter's planning guide has gone digital.

Maj. Gen. Thomas Bostick, USAREC commanding general, made it official Sept. 9 when he approved making the Recruiter Zone calendar the command standard planning tool. The command will no longer purchase or distribute paper planning guides.

Planning recruiting operations remains as important as ever. What is changing is the tool recruiters use. From pencil and paper, recruiters are switching to an electronic planner — the RZ calendar. RZ is one of many components of the Army Recruiting Information Support System, or ARISS. Using RZ on the recruiter workstation — the RWS — has become a daily part of recruiter life.

The paper planning guide has been the recruiter's basic item of issue since the earliest days of Army recruiting. The planning guide has been to the recruiter as the M-16 rifle is to the infantryman. To borrow an old line from credit card advertising, the recruiter never, *never* leaves home without it.

The planning guide — sometimes called a planning tool — is more than a diary. That calendar tells the recruiter and anyone else who needs to know not just what the recruiter has done. What is more important is that the planning tool tells the recruiter what he or she plans to do today, tomorrow — or even within the next two weeks or more.

The concept of an electronic planning guide is not entirely new. Recruiting entered the digital age in 1998 when the command first issued laptop computers — the RWS — to Army Recruiter Course students. From the beginning, the RWS was to be more than just a fancy "show-and-tell" machine to dazzle a prospect. The RWS introduced ARISS and its automated, paperless management systems.

The RWS also came loaded with the Microsoft Office suite. Now the recruiter had ready access to a word processor, a spreadsheet application and something called Microsoft Outlook.

MS Outlook Calendar

Most users know MS Outlook as an e-mail handler, but it includes a calendar. Over the years, a number of recruiters and leaders started experimenting with that calendar. The Outlook calendar proved useful for planning recruiting operations. Early users found they could digitally share their calendars. No longer did the recruiter and the station commander have to sit or stand in the same room to discuss the recruiter's plan.

The command never restricted the use of MS Outlook, but it never fully embraced it either. For all its power, MS Outlook was far from the perfect solution for managing recruiting operations. There's no way to link entries in the Outlook calendar to ARISS systems. What the command needed was a way to link a digital time-management tool to the data-management systems in ARISS.

Enter the RZ calendar. Mike Kuzma, ARISS Technical Support Division chief, envisioned an electronic planning tool that would meet the needs of recruiters and station commanders. Kuzma's tech support team worked with the contractor EDS Corporation to scratch-build a calendar that integrates fully with the systems in ARISS.

The calendar went live on the first Thursday in January.

Who benefits most from this virtual calendar — the recruiter or the recruiter's boss?

"We built it to benefit the recruiter," said Nick Harrison.

Harrison is the ARISS branch chief and a member of Kuzma's team. The chief purpose of the RZ calendar, says Harrison, is to save the recruiter valuable time. The recruiter who uses the RZ calendar does not have to spend time with pencil and paper tallying up appointments made and conducted. The calendar tracks all those events and more.

The RZ calendar makes it possible for recruiters to use automation to analyze their own performance, says Master Sgt. Wylette Tillman-Provo, the functional product team leader for the RZ calendar. To get the full benefit of the calendar, she says, the recruiter must "take credit for what they do." That means the recruiter must employ the calendar in the full range of operations, from prospecting to Future Soldier follow-up.

Recruiters Like It

Sgt. 1st Class Michael "Greg" Mitchell has been a Soldier almost 18 years, and only one third of that in recruiting. He spent almost 12 years as a forward observer spotting targets for big guns and missiles. Now he leads a team of six recruiters in Hicksville, N.Y.

Mitchell is hardly a geek. He once wrote a "digital SOP" for his forward observer unit, and field artillery uses a fair amount of automation. That meager exposure to automation made it easy for Mitchell to swap paper for plastic. Mitchell and his team adopted the RZ calendar as soon as it came online, and they call it a major improvement over the paper planner.

Mitchell likes that he can review, approve and comment on his recruiters' daily plans from literally anywhere.

"I can be in training at battalion headquarters an hour from



Sgt. Amit Bajaj, Hicksville, N.Y., station, says the Recruiter Zone calendar is “way better” — easy to learn and easier to use than the paper version. The RZ calendar has displayed “a few kinks, but [the designers have] fixed them,” Bajaj said. Photo by Sgt. 1st Class Greg Mitchell

“I can be in training at battalion headquarters an hour from the station, but I can see where my guys plan to be that day. I can look at their plans and tell them whether I think they need to adjust something.”
—Sgt. 1st Class Michael “Greg” Mitchell

the station, but I can see where my guys plan to be that day,” Mitchell said. “I can look at their plans and tell them whether I think they need to adjust something.”

The calendar makes the station commander’s life easier another way: “Not everybody has neat, readable handwriting!”

Mitchell’s recruiters like the RZ calendar, too. They say they like its ease of use and that they don’t have to use a needle-pointed pencil to squeeze little details into tiny spaces on paper.

Staff Sgt. Christopher Landry says he threw away his old paper planning guide as soon as the RZ calendar arrived. Landry says RZ calendar allows him to put more detail into his recruiting operation plan. Learning to use the calendar, he adds, was simple. He describes the degree of learning difficulty as “slightly higher than eating.”

Landry is a nine-year infantry veteran from southern Louisiana who has been recruiting for about two years. Landry likes how the digital planner enforces consistent business practices. The paper planning guide, he said, allows every new leader to impose a new way to use it.

Recently promoted Sgt. Amit Bajaj, Mitchell’s newest recruiter, says the RZ calendar is “way better”— easy to learn and easier to use than the paper version. The RZ calendar has displayed “a few kinks, but (the designers have) fixed them,” Bajaj said.

Bajaj is a human resources specialist who’s been recruiting about 14 months. He was a corporal when the Army sent him to his hometown to recruit. The 21-year-old Soldier says he’s certainly no geek, but “I know about computers, and I catch on quickly.”

Looking to the Future

Some leaders objected to going all-digital because the RWS can be awkward to use when conducting what recruiting doctrine calls “face-to-face prospecting.” The current paper planner is also rather hefty — 3.2 pounds — and the zippered case measures roughly 8 by 11 inches and is more than 2 inches thick. Landry says he sometimes does carry the RWS with him for face-to-face prospecting, but also uses an ordinary note pad “like the leader book that NCOs carry.” When he makes a new appointment out on the street, he puts that information into his RWS at the next opportunity.

Another objection was that the RWS isn’t always available. The command’s computer network can go down on occasion, which makes the recruiter’s calendar unavailable. That’s because the individual’s calendar lives on the network server, not on the RWS hard drive. However, Landry recalls only two instances when the system has been down since he started using the RZ calendar.

Harrison points out that storing the recruiter’s calendar on a server has a big advantage. If the recruiter’s RWS fails, they can access the calendar on someone else’s machine.

Harrison’s team is working on an upgrade to the calendar that will allow the recruiter to download the day’s plan onto the hard drive. This feature — which should be available in the near future — will let the recruiter use one day’s calendar without logging on to the network.

Another new feature on the horizon is issuing recruiters hand-held “smart phones” with built-in calendars that synchronize with the RZ calendar. The command is testing such phones now in the Radcliff, Ky., Company, said Kuzma. Recruiters who carry such a device would no longer have to carry the relatively bulky RWS everywhere they go.



Spc. Adam Oswald of the 8th Battalion, 229th Aviation Regiment talks to two Indianapolis Colts fans at the team's first stop on the 2007 "Make it Personal" Summer Tour in Noblesville, Ind. With more than 1,500 people touring the Apache static display, Oswald and recruiters from Indianapolis Battalion's Castleton station engaged many prospects. Oswald said two of those prospects turned into contracts, joining the 229th this summer.

Reserve Unit Partners with Battalions

Story and photos by Stacie Shain, Indianapolis Battalion

With the deployments related to the Global War on Terror making it difficult for recruiting battalions to find Total Army Involvement in Recruiting teams in specialized categories, Indianapolis Battalion jumped at the chance to partner with the 8th Battalion, 229th Aviation Regiment from Fort Knox, Ky.

With the 229th undergoing the Reserve Component Unit Fielding and Training Program, the unit was getting new equipment and increasing its size. Since the aviation Soldiers can't put anyone in the Army, they opted to partner with nearby recruiting battalions, Nashville and Indianapolis, and work with recruiters to enlist young men and women to work as aviation mechanics and crew chiefs.

"We needed the experts," said Maj. Brad Luebbert, the operations officer for the 229th. "We knew we needed Soldiers for our unit, but we can't put anyone in. We needed to build a relationship with recruiters to help us fill our vacancies."

As part of the RCUFTP, the 229th Aviation Regiment is transitioning from A-model to D-model Apache aircraft,

expanding their unit by more than 100 Soldiers, and preparing to be a deployable unit again by August 2010. The unit last deployed to Iraq in 2004-05.

"We had to get started immediately," Luebbert said. "With most AITs (Advanced Individual Training) taking at least six months to complete, we knew we needed to start putting Soldiers into our unit now."

The unit created the Flying Tigers Recruiting Team, consisting of Sgt. Bruce Douglas and Spc. Adam Oswald, who earned the positions after interviewing with the battalion commander. The team members were given six months on Active Duty Special Work and the task to do nothing but recruit.

"Their initial guidance was to get into high schools and to meet recruiters," Luebbert said. "But Adam took the initiative and everything that has happened with the Indianapolis Battalion has happened because of him."

Oswald contacted the Indianapolis Battalion Advertising and Public Affairs office in February and began developing relationships from the battalion level to the station level.

“This was a whole new dynamic,” Oswald said. “We were asking the recruiters to recruit for a specific unit with specific military occupational specialties. The recruiters didn’t know us, and they didn’t know how to look us up on the computer. We had to build relationships so the recruiters would sell our unit.”

An aviation operations Soldier, Oswald seized the opportunity to work in recruiting.

“I volunteered to go on ADSW,” Oswald said. “I was fresh from training and had a fresh perspective on the Army. I knew I could talk to people, and I thought I would be good at developing relationships.”

In his six months, Oswald and the 229th Aviation Regiment logged 8,713 miles traveling to and from recruiting events. In Indianapolis Battalion alone, the 229th appeared at 32 events, including 13 stops on the Indianapolis Colts summer “Make it Personal” tour.

“We enjoyed a strong presence from the U.S. Army on our ‘Make it Personal’ tour this summer,” said Ryan Lobsiger, the sponsorship sales account manager for the Colts. “In particular, the Apache always drew big crowds. Fans were able to get up close to the aircraft and speak with the pilots. It was a unique experience that was a great fit with our tour.”

The Colts summer tour was also excellent exposure for the unit.

“The tour events were huge for us,” Oswald said. “We got two contracts from those stops and one more Future Soldier who is in the middle of the application process.”

The 229th Aviation Regiment also has several late-summer appearances at Indianapolis Battalion events, including the NHRA U.S. Nationals, the Indianapolis Air Show, the Huntington Air Show and the Terre Haute Air Fair.

The appearances have reaped rewards for the unit. In less than six months, 27 new Soldiers have joined the 229th, with 13 of those contracts coming from Indianapolis Battalion. The others, according to Oswald, have come from transfers from other units and Nashville Battalion. Additionally, there are more than 20 Future Soldiers with contracts at various stages in the enlistment process.

“This is way above and beyond my expectations,” Luebbert said. “With nearly 30 Soldiers already in the unit and 20-plus more en route, this is amazing. We’d love to be at 100 percent strength now, but we knew going in this would take a while. Still, this is incredible.”

The results have been equally incredible for Indianapolis recruiters. Staff Sgt. Daniel Weeks, a Louisville-based Reserve

recruiter, said his last four contracts have all been for the 229th Aviation Regiment.

“All four of the contracts have been 15Rs (AH-64 Attack Helicopter Repairer), which is what the unit needs most,” Weeks said. According to Luebbert, the unit is short more than 40 Soldiers in that MOS.

Weeks explained that working with the unit has made his job much easier because he has direct contact with Soldiers from the 229th Regiment.

“I can call the unit and tell them I have an applicant who’s interested in aviation, and they’ll allow me to bring the kid in, let him tour the unit, tour the helicopter and talk to the Soldiers in the unit,” Weeks said.

Weeks also said that the 229th Aviation Regiment has opened doors for him in local high schools.

“Landing an aircraft at a high school is very valuable,” he said. “Most schools will let us do a table setup in the cafeteria but never really wanted any of the ‘extras.’ But when you tell a counselor or principal that the Army is willing to bring an Apache and land it at the school for the students to see, they are more than willing to allow that.”

Officers from the Apache unit have also volunteered to travel with Weeks to schools to meet with the administration.

“Sometimes when an officer comes into the school it has a bigger impact on the principal,” Weeks said.

But the process has not been without glitches. According to Luebbert, one problem was making sure that the openings at the 229th Aviation Regiment appeared on the first page of job listings at the Military Entrance Processing Station in Louisville and Indianapolis.

“We were told by our command that we would be the No. 1 priority in the area, and then we found out from recruiters that we weren’t even on the first page of jobs,” he said. “We’ve since fixed that, and now we appear on that first series of openings.”

Even when the unit is filled, Luebbert said he expects the relationship between Indianapolis Battalion and the 229th Regiment to continue.

“We might now have people from our unit working with recruiters full time, but we will constantly be meeting with the recruiters from Indianapolis Battalion and working events together,” he said. “There’s always a constant turnover in units, and we should always have a 100-percent-plus fill in the unit. That means we’ll need to continue recruiting.”



Heavy Hitters

Go to Bat for USAR

By Mary Kate Chambers, RJ associate editor

In July, soon after the Major League Baseball All-Star Game, USAREC was in need of some all-star recruiting efforts.

The command had missed its mission for the months of May and June, and the outlook for 80,000 accessions was not promising.

“The models that USAREC projected showed we would be close to 3,000-4,000 short, based upon what our accomplishments were at the end of June,” said Frank Shaffery, deputy G3.

The “summer surge” was slower to hit than it historically had been.

Several factors had made recruiting more difficult, including a strong economy and low unemployment rate, as well as the effect of influencers who were concerned about the welfare of their loved ones.

After the Quarterly Training Brief in June, an operational mission for each recruiter in the command was established to achieve success for the fiscal year.

Each regular Army recruiter had to achieve six contracts, with a minimum of four to ship before the end of the fiscal year. And each Army Reserve recruiter was tasked to achieve five contracts by the end of the fiscal year.

To spur production, awards program manager Kathy Daugherty developed an incentive program to reward recruiters who met or exceeded the mission requirements.

“USAREC, not unlike other Army units, has used various types of incentive awards to spur a little competition among Soldiers, units and

the staff,” said Shaffery. “Our mission is a very serious one. It’s challenging and a tough business at times, and we need to try and have a little fun once in awhile while doing this important job.”

Daugherty took advantage of the fact that Hillerich and Bradsby, a baseball bat manufacturer, was located just north of Fort Knox in Louisville, Ky. A specially designed bat was produced to use as the commanding general’s award for the “home run incentive.”

The challenge read: “As the team enters the final two innings of FY 07, we are behind by six runs and now it is up to you. You must step up to the plate, take a swing and go for that home run. I need you to knock the mission out of the park.”

Bats were to be awarded to the:

- top 100 recruiters from each brigade who met or exceeded 4th quarter operational mission



- top 100 stations in the command that met or exceeded the mission

REC

in Raleigh Battalion, and particularly by Fayetteville station.

Staff Sgt. Jermaine Dinkins, among the top recruiters on the heavy hitters list, said his station is able to take advantage of the fact that they are located near Fort Bragg, N.C., and that the patriotic community there helps the recruiting effort.

Dinkins, who said he recently served “back to back” deployments, said he has seen first-hand the need to fill the ranks.

“It’s great to see that the Army made its mission,” he said.

“We’ve gotta fill these foxholes. Those of us who’ve deployed really see the need.”

Among Reserve recruiters, 2d Brigade again answered the call, and 5th Brigade added to the effort as well. And two of the top five came from Portland Battalion’s station in Guam.

Although she said “you can always see a little difference” in production after an incentive is introduced, and that the bat may have motivated recruiters to push harder, Daugherty thinks recruiters just knew what had to be done. Shaffery agreed.

“A simple handshake from their leadership and a ‘thanks for a job well done’ goes a lot further than any incentive program we come up with,” he said.

Other assets were leveraged as well to achieve the mission. USAREC got additional manpower in the form of hundreds of HRAPs, SRAPs, former recruiters and USAREC staff. Other efforts that helped included the two-year enlistment option, quick ship bonus, SuperLeads refinement process and increased participation in the \$2,000 referral bonus program.

Shaffery said competitive spirit goes a long way with this commandwide team.

“It’s my personal opinion that when the Army announces USAREC mission success, it doesn’t matter if you’re No. 1 or No. 100 in this command; each and every member has in some way contributed to that success,” he said. “Whether you’re an officer, NCO, civilian or contractor, we all have that competitive spirit, but more importantly we all have the warrior ethos and always place the mission first.”

- top 10 companies in each brigade with the highest number of recruiters meeting operational mission
- top battalion in each brigade as determined by percentage of recruiters who meet operational mission
- top AMEDD battalion and top five AMEDD companies that achieve 100 percent of annual MC HPSP mission in 4th quarter

Daugherty also began producing a “heavy hitters” list each week. As recruiters met the individual mission, they were added to the roster.

“Just by looking when I do the charts weekly, I could see it doubling and doubling and doubling,” Daugherty said of the mission numbers.

By Sept. 17, about 300 Soldiers made the RA mission of six contracts, and more than 200 achieved the Reserve mission.

On the RA side, strong showings were made by the Soldiers

Army Marks Mission Success

Army News Service and American Forces Press Service

Vice Chief of Staff of the Army Gen. Richard A. Cody swore in six recruits and reenlisted six Soldiers in a ceremony Oct. 4 celebrating success in recruiting and retention for fiscal year 2007.

USAREC met its active and Reserve goals, accessing 80,410 and 27,004 Soldiers, respectively.

On the steps of the Jefferson Memorial, Secretary of the Army Pete Geren reminded the audience that the American Soldier is responsible for every freedom Jefferson outlined in the Declaration of Independence.

“Were it not for the American Soldier, the Declaration of Independence likely would have been exhibit one in Thomas Jefferson’s trial for treason in a British courtroom,” he said. “Were it not for the American Soldier, George Washington would likely be remembered as the most famous traitor to Mother England, and were it not for the indomitable American

Special Missions Recognition

Chaplain: 108 percent mission achievement. “This is a level of achievement never seen before with chaplain recruiting in USAREC,” said Maj. Gen. Thomas Bostick, USAREC commanding general.

Special Forces, SOAR, civil affairs, psyop, EOD and airborne categories each exceeded the mission. “The Army’s employment of Special Operations elements has greatly increased over the past few years. We will need you to continue to exceed your assigned mission as you have done in FY 06 and FY 07 to meet the demand for more special operations personnel,” said Bostick.

Retention: Achieved 114 percent aggregate of the RA mission.

AMEDD: “Your overall regular Army success has increased to levels that have not been seen in several years.”

Warrant Officer: 99 percent mission success.

Soldier, we would remember Abraham Lincoln as a failed president who lost the Union. All of you today join or rejoin generations of men and women who have answered when our nation called.”

Building the force — the right force — is crucial for success. According to Cody, only 35 percent of males between 18 and 34 meet the Army’s minimum mental, physical and moral qualifications.

He praised Soldiers’ selflessness and said he believes this is the best the Army has ever been, and that history will call this America’s “strongest generation.”

“You new recruits raised your right hand today and said, ‘America, in your time of need, send me. I will defend you,’” he said. “That takes personal courage and a sense of duty that we should all respect and take pride in.”

The quality of recruits remains high, said David S.C. Chu, undersecretary of defense for personnel and readiness. In a briefing Oct. 10, Chu said the Defense Department standards are that 90 percent of its new recruits have a high

school diploma and 60 percent score higher than average on the ASVAB. Also, no more than 4 percent of those who score in category IV are allowed to enlist.

The Army reported that only 79 percent of its non-prior service recruits had a high school diploma, Chu said, but he noted that’s about the same percentage as American society at large.

Recruiting successes are needed for a force that has plans to grow in the next five years. The Army expects to grow to 547,000 by as early as 2010.

Officials can’t say exactly how many recruits will be needed each year, because retention and attrition also affect end-strength, but the Army expects to add about 7,000 annually.

When questioned on the number of recruits who required waivers to be admitted into the military, Chu said that waiver submissions were at a historically high level, about equal to last year. But, he said, that includes medical and conduct waivers.

Maj. Gen. Thomas Bostick, USAREC commanding general, said that 85 percent of those enlisting in the Army did not need a waiver. Of the 15 percent who needed waivers, 87 percent were for misdemeanors, he said.

“So we’re not bringing in murderers, criminals, drug dealers, felons. Those people are not coming into the United States Army,” Bostick said. “This is a very high-quality Army. I served in combat side by side with them. Many of the recruiters are combat veterans. They’re going to go back to the force and serve next to these Soldiers. They want them to be the highest quality.”



Gen. Richard Cody congratulates a newly enlisted Logan Bilyeu of Bend, Ore., during the recruiting mission success ceremony Oct. 4. Photo by Staff Sgt. Christina M. O’Connell



An RJ Special Series

TRANSFORMING USAREC

Command Sgt. Maj. Jeffery Ingram unfurls the Special Missions Brigade colors at the activation ceremony Oct. 1 at Fort Knox, Ky.

“To the men and women of the Special Missions Brigade: I challenge you to follow my lead,” said Col. Charles Williams.



Maj. Gen. Robert Williams, Fort Knox commanding general, greets Montagno and his wife, Michele.

USAREC welcomes Special Missions, Medical Recruiting Brigades

“To me there’s no other mission as important because you know and I know we must remain steadfast and vigilant in this relentless pursuit of filling the foxholes of the Army Medical Department with the very best this country has to offer. Our Soldiers deserve nothing but,” said Col. Rafael Montagno, center. Bostick is at left and Command Sgt. Maj. Jeffrey Telepak is at right. The Medical Recruiting Brigade activated Oct. 2 at Fort Knox. *Photos by Walt Kloeppe*



Reaching Out to Geographically Dispersed Families

By Bill Bradner, Army News Service

The Army Integrated Family Support Network, a new program to provide assistance to Soldiers and their families in geographically dispersed areas, was announced Sept. 18, by Secretary of the Army Pete Geren and Army Chief of Staff Gen. George Casey.

“In this era of persistent conflict, we can expect continuing deployments and to sustain this effort, we have to eliminate the old way of supporting families, and replace it with a system to support all Army families with means that respond to a globally networked society communicating in mobile ways,” Geren said.

When fully implemented sometime in fiscal year 2008, the global network will address family issues head on by providing a single, holistic institutional network of standardized services. The network is being specifically designed with geographically dispersed Soldiers and their families in mind, in both the active and reserve component, from mobilized Soldiers, to recruiters, to families located outside reasonable driving distances of military facilities.

Thus far, the Army has invested more than \$7 million on training and technology for AIFSN, which will link Soldiers and families to the family services and programs traditionally found on installations such pre-deployment support, training for family readiness groups, TriCare information and referral, child and youth resource referral and help with obtaining identification cards. Soldiers and families will also be linked to local community services and programs in their geographical areas.

“We are transforming the way families receive services and doing what is right in the process,” said Brig. Gen. Belinda Pinckney, commander of Family and Morale, Welfare and Recreation Command. “It is a collective effort by the active, Guard and Reserve and a huge culture change that will yield great dividends for Army Soldiers and families.”

Launch of the Army Integrated Family Support Network

What is it? The Army Integrated Family Support Network will provide a new support network for Soldiers and families regardless of their proximity to a military installation.

What has the Army done? Through a collective effort by the active Army, Guard, and Reserve, the Army has leveraged the power of the Internet to provide a single portal for information and services traditionally only found on military installations.

Until now, Active, Guard and Reserve organizational structures created overlapping lines of authority with regard to programs for Army families. Each component functioned independently in the delivery of family programs. The AIFSN was specifically designed to meet the needs of “geographically dispersed” Soldiers and families, in both active and reserve components, from mobilized Soldiers to recruiters to families located outside reasonable driving distances of military facilities.

What efforts does the Army plan to continue in the future? The AIFSN will also target new Soldiers and families, improving their awareness of and access to services.

Why is this important to the Army? The AIFSN supports family readiness needs of the entire expeditionary force and will provide more consistent and uniform family services during extended deployments to Active, Guard and Reserve families.



During three days of AFTB Instructor Training, 58 Soldiers and family members of 1st Brigade learn Army Family Team Building and are ready to teach in their stations, companies and battalions. The program is to provide knowledge to enhance Soldier and family quality of life.

It's Deer Season – Make it a Safe One

By Walt Kloeppe, *RJ associate editor*

Many Soldiers, civilians and family members will take to the woods in pursuit of deer this month as firearm deer season opens in most states to coincide with the deer breeding season.

A large percentage of them will use tree stands, elevated platforms, to hunt from.

According to the National Bowhunter Education Foundation, falls from tree stands are the No.1 cause of injuries and deaths to hunters.

“Statistics point out that one out of three hunters will fall at some point in their hunting lifetime,” said Marilyn Bentz, executive director for the National Bowhunter Education Foundation.

While statistically more injuries result from bicycle riding, hunters must try to cover all safety aspects of tree stand use to avoid becoming one of those statistics.

Tree stands must be properly checked for cracks, missing bolts or parts, worn foot securing binders and working condition of the safety harness. No matter what type of stand the hunter uses, never use one without a safety harness.

The Treestand Manufacturers Association recommends a full body safety harness or FAS, Fall-Arrest System, which will not tighten around your body in the event of a fall, which is a possibility with just a single strap around your waist. These harnesses range from \$30 to \$200, with the more expensive ones featuring a padded vest and leg straps. It is advised that once you purchase a vest, familiarize yourself with it and hang a foot or so off the ground in it for practice, just to get the feel of what to expect if a fall occurs.

Look closely at the tree you are about to climb. Make sure there aren't any dead limbs overhead that could break off, striking you as you climb. Be observant of the trees beside you as well. If a wind kicks up, are there potential dangers nearby? Always take care when ascending and descending, as this is when most falls occur.

Never use homemade wood tree stands; this is an accident waiting to happen. Wood rots after a season or two. Nails and screws fastened into trees can work loose as the tree moves from growth, as well as gusty winds.

The most popular stands today are the self-climbing stands, though many still use hanging stands that require screw-in steps or “climbing sticks” to climb the tree. Ladder stands are



The two tree stands on the left are climbing-type while the one on the right is referred to as a ladder stand. While the ladder stand design is statistically safer, all require the use of a safety harness to prevent a fall.

also popular for those who have a permanent area to hunt where moving the stand day to day is not required. They are one of the safest stands on the market as they have an attached ladder to the platform making the ascent and descent much easier.

Never carry your bow or gun when climbing. Use a pull-up strap to bring your unloaded weapon into the stand after you are securely fastened to the tree.

When hunting, always let someone know which area you'll be in. Carry a whistle in your pocket in the event you fall and cannot move. A two-way radio is better still, just be sure it's on your person and not in a fanny pack still hanging on the tree if you wind up on the ground. A flashlight in your pocket will aid greatly if someone has to locate you at night.

Even with a harness secured, it may be hard to get back into your stand if you fall or if your stand falls, leaving you hanging, literally. If you find yourself in a hanging situation, once you have regained your composure, use a quick-release type harness or carry a knife in your pocket to cut away the strap and slide down by hugging the tree if possible. You may scrape up a bit doing it, but it can be done. If you have a good body harness, you could wait it out until the cavalry arrives.

Tree stands offer the hunter an elevated advantage, allowing game to get closer for the shot. With some common sense and careful pre-hunt checks of one's tree climbing equipment, it can be a safe advantage as well.



2nd Lt. Michael Morner speaks with a prospective applicant about Army opportunities during an Army recruiting setup at Fiestas Patrias in downtown Chicago. Morner worked with Chicago Battalion as an HRAP while on leave after Officer Candidate School. Photo by Staff Sgt. John Reyes

Chicago Battalion Welcomes Back Recruit-Turned-Lieutenant as HRAP

By Mike Scheck, Chicago Battalion

New Soldiers have long returned home to recruit for the Hometown Recruiter Assistance Program. The program benefits the Army by providing a great referral source for new applicants. It benefits new Soldiers by allowing them the opportunity to work for the Army in their hometown and save valuable leave days.

What was unusual for Chicago Battalion was the recent return of 2nd Lt. Michael Morner for HRAP duty.

Morner said he requested HRAP duty as a way to pay back the hard work offered by his recruiter and the battalion's operations branch.

"I owe my recruiter Sgt. Tyrone Reed and Sgt. 1st Class Michelle Miller a debt of gratitude for all of their assistance during my enlistment," Morner said. "Without their help and dedication, I never would have made it successfully through the selection process."

Morner joined the Army through Chicago Battalion under the Officer Candidate program in March. He completed basic training and Officer Candidate School and will be stationed in Korea as a member of the Quartermaster Corps.

Morner said his biggest opponent to joining the Army was his mother, since he is her only child. But he says she made a complete turnaround after attending his OCS graduation.

"She was so proud of me and my decision to join the Army," Morner said.

2nd Lt. Michael Morner said he requested HRAP duty as a way to pay back the hard work offered by his recruiter and the battalion's operations branch.

Morner's Chicago background and Hispanic heritage came in handy when he and other local recruiters manned a booth at Fiestas Patrias in downtown Chicago. The fiesta is one of a number of Chicago events honoring Hispanic Heritage Month.

Morner said he was surprised at the large turnout for the Fiesta.

"We were very busy all day answering questions from both prospective applicants and family members," he said, "A lot of the interest had to do with the fact that all the recruiters spoke Spanish. It really put people at ease."

Mayor Leaves Office, Returns to Army After 14 years

Story and photo by Stacie Shain, Indianapolis Battalion

If, as former United Nations Ambassador Adlai E. Stevenson said, “patriotism is not short, frenzied outbursts of emotion, but the tranquil and steady dedication of a lifetime,” then Crawfordsville, Ind., mayor and Desert Storm veteran John Phillip Zumer is a patriot.

Zumer reenlisted in the Army after being a civilian for 14 years and will join with a rank of specialist. He left his mayoral office 40 miles northwest of Indianapolis for the Warrior Transition Course at White Sands, N.M., with more than three months remaining in his term of office.

“Either way, I was leaving (the job as mayor) at the end of December,” Zumer said. “I knew I was nearing the end of my term as mayor, and I wanted to continue to serve the public. There’s no better way to do that than by joining the Army.”

Zumer served in the early 1990s with in the 8th Infantry Division (now part of the 1st Armored Division) as a combat engineer. Now, he plans to use his experience as a mayor and his master’s degree in public administration to serve his country for a three-year enlistment in Army public affairs.

“I thought there were some things I learned as mayor that would be useful, and I had honed my writing skills,” Zumer said.

Zumer will complete Advanced Individual Training at Fort Meade, Md.

Sgt. 1st Class Russell Parasky, a Crawfordsville recruiter, answered the phone when Zumer called the recruiting station for information.

“I can’t take all the credit,” Parasky said. “All I did was lay down the facts, and he made the decision.”

Parasky said that staying in touch with the community and developing relationships in the town has helped him recruit. “I



John Phillip Zumer raises his right hand during the oath of enlistment ceremony. Indianapolis Battalion commander Lt. Col. Terrence Murrill administered the oath.

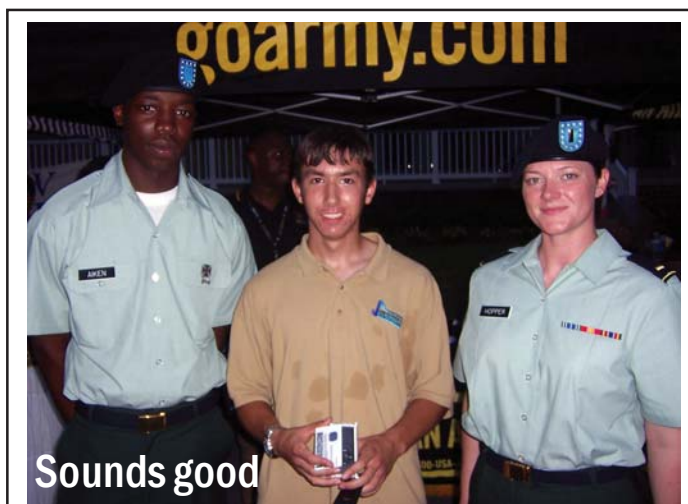
have made contacts in city and county offices, and I have enlisted people either in those offices or the sons of people in the offices,” he said.

Zumer, 42, said he is grateful for the changes to Army regulations that make it possible for a citizen his age to rejoin the Army.

“A few years ago, this would not have been a possibility for me,” Zumer said. “But I am looking forward to being back in uniform again and to serving my country.”

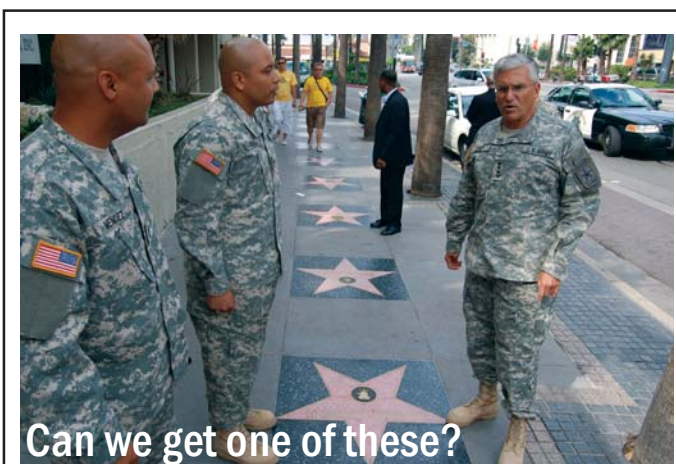
Zumer said the overall reaction from his community of 15,500 people has been positive.

“I think there was some initial surprise, but everyone has been receptive to the path that I want to go down,” he said. “They all wish me well and find it commendable that I want to continue my service to the country. I would have been surprised if I’d heard anything negative.”



Sounds good

Cody Freeman, 17, of Jacksonville, N.C., won an iPod at the Jacksonville National Night Out event. He is congratulated by Pvt. Stephen Aiken and 2nd Lt. Jessica Hopper, both HRAPs working with Jacksonville station. Photo by Reginald Roy



Can we get one of these?

Army Chief of Staff Gen. George W. Casey Jr. discusses the possibility of getting an “American Soldier” star on the Hollywood Walk of Fame with Coastal Company 1st Sgt. Jose Mendez and the Hollywood recruiting station commander, Sgt. 1st Class Ricardo Heredia. Photo by Mark J. Howell

USAREC celebrates fiscal year mission success



While the Army was marking the successful end of the recruiting year at a ceremony at the Jefferson Memorial in Washington, D.C., on Oct. 4, recruiting battalions across the United States noted the achievement at local events.

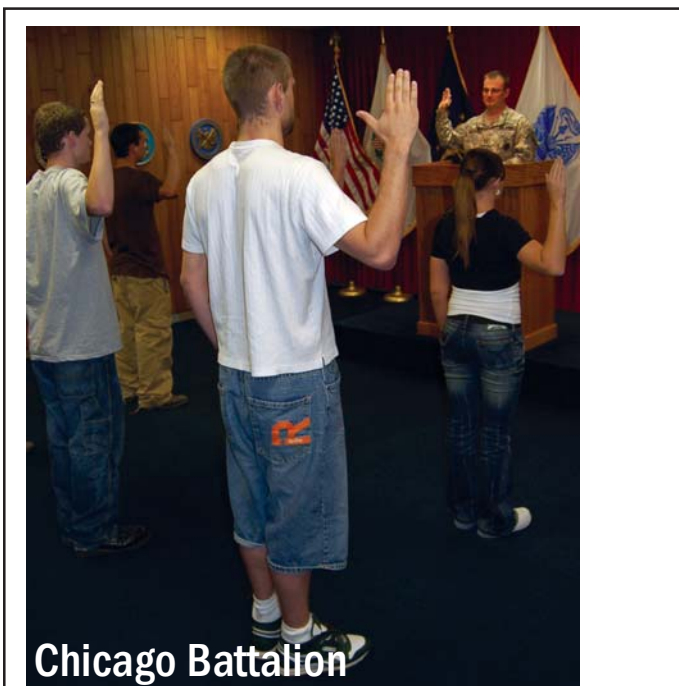
Headquarters USAREC staff gathered to congratulate Maj. Gen. Thomas Bostick, USAREC commanding general, on mission success. *Photo by Chris Calkins*

Columbia Battalion

Story and photo by Leslie Ann Sully

Recruiting Command and Military Entrance Processing Command invited local media to tour the Fort Jackson Military Entrance Processing Station and attend an oath of enlistment ceremony on Oct. 4.

The Fort Jackson MEPS media tour started with a brief overview of what the facility does for all the services to include the Army. Then visitors walked through several of the processing sections such as the medical section and fingerprinting area. An Army guidance counselor was available to explain how an applicant chooses an Army job, receives a training slot and any benefits associated with that choice of career. The tour ended with Brig. Gen James Schwitters, Fort Jackson commander, giving the oath of enlistment to four Soldiers.



Chicago Battalion

Capt. Patrick Scanlan, commander of Chicago Company, administers the oath of enlistment to Future Soldiers at the Chicago Military Entrance Processing Station Oct. 4 to commemorate the Army achieving its 2007 mission of enlisting 80,000 Soldiers. *Photo by Mike Scheck*



Soldiers are given the oath of enlistment at the MEPS by Brig. Gen. James Schwitters, commander of Fort Jackson, S.C., Oct. 4.

Denver Battalion

Story and photos by Becky Shadowens

Recruiters across Colorado, half of Montana and Wyoming, and the Nebraska panhandle achieved nearly 1,800 contracts for active Army and Reserve combined. That equals almost 35 contracts a week for the region.

On Oct. 4, a petite single mother, a tall and stoic former Marine, an enlisted airman and a graduate of a military school gave their commitments to the Army.

They all share the same reason for joining the Army: to improve their lives.

“It’s something I’ve always wanted to do,” said Adela Escalante, a state employee who joined the Army Reserve in the psychological operations field. “It’s a change of life and I’m looking forward to the challenge.” She also plans to continue taking college classes to finish her degree, she said.

As a single mom of a 3-year-old, Escalante felt confident in her decision “once I knew mine (mom) would be OK watching my son if I got deployed.”

How does she feel about the possibility of a deployment?

“I wouldn’t mind,” she said. “It would be an experience... you grow from experiences like that.”

The chance to get a fresh start in life is why 19-year-old Steven Brandt enlisted. As a new graduate of St. Johns Military School in Salina, Kan., Brandt likes the structure and discipline it takes to be in the Army, he said. He looks forward to “seeing something new, doing something different,” he added.

Master Sgt. David Rosencrans, an Air Force Reservist who is crossing over for career progression, he said.

As a military police officer in the security forces, Rosencrans said there isn’t enough room for promotion for him like there is in the Army.

Besides the considerable pay increase he will receive from the changeover, Rosencrans said he likes the camaraderie and loyalty Soldiers have.



Top: Staff Sgt. Samantha Pettay congratulates Adela Escalante Oct. 4 after swearing in. Right: Steven Brandt signs his contract after swearing in at the Military Entrance Processing Station in Denver.

Basic Training to be Extended, Long, Combat Lifesaver Added

By John Harlow
Army News Service

The Army's Basic Combat Training will expand from nine to 10 weeks at all five sites: Fort Jackson, S.C., Fort Sill, Okla., Fort Leonard Wood, Mo., Fort Knox, Ky., and Fort Benning, Ga.

Gen. William S. Wallace, the commanding general of the U.S. Army Training and Doctrine Command said the extension will be a pilot program during the first third of the year.

"The last 10-week course will be complete somewhere around the twenty-first of March, and then we'll go back to our normal nine-week basic training for the rest of the fiscal year," Wallace said.

The program is being tested to see what effect expanding BCT by a week has on Advanced Individual Training.

The expansion does not add more tasks to be trained during BCT.

"We are not going to add tasks and I have been very specific — we are not going to add any tasks," said Wallace. "What we're going to add is time, and give that time to the drill sergeant so that he can ensure that the individuals have mastered those tasks that they need to master, before they go on to AIT. That is the sole purpose."

However, beginning Oct. 1, Soldiers entering basic training received Combat Lifesaving Training and were to become certified before



Staff Sgt. Anthony Thomas, Company B, 1st Battalion, 34th Infantry Regiment, straightens the head gear of a new Soldier. Photo by Nichole Riley

graduation. The change adds seven-and-a-half hours to the current curriculum.

Soldiers will learn how to perform advanced first aid and conduct potentially lifesaving procedures to keep a serious injury from worsening until professional medical help arrives.

In the nine-week BCT the Army currently conducts, Soldiers learn 40 warrior tasks and go through 11 battle drills. With a 10-week BCT, Soldiers will be able to refresh on what they learned and also get an extra week of physical fitness training.

Army Launches Benefits Web Site

Army News Service

The Soldiers' Benefit Services Web site is now the Army's official one-stop resource for all benefits information.

Located at <http://myarmybenefits.us.army.mil>, the Web site contains the most current benefit information for active-duty and reserve-component Soldiers, retirees and family members.

Active-duty Soldiers, to include Reservists and National Guard members serving on active duty, also have access to calculators that figure survivor, disability and retirement benefits. Users must have their Army Knowledge Online password to access current Defense Enrollment Eligibility Reporting System data.

"Previously Soldiers had to go to separate Web sites to gather information on their benefits," said Frank Emery, Soldiers' Benefit Services program manager, Office of the Deputy Chief of Staff, G1. "We've consolidated it all in one place, so now Soldiers and families can get the best information — easier and faster."

The site features more than 150 fact sheets grouped by Army component, life event, index and state/territory. Subjects include pay, education, family services, health care, life insurance, transitioning and retirement, Soldier services and social security.

In 2004, Congress mandated that the Army evaluate the benefits process and improve benefits understanding and awareness. The Army created the SBS Web site prototype, and it was approved last year by the deputy chief of staff, G1.

Army Updating Senior NCO Selection Process

By Master Sgt. Shaun Herron
Army News Service

Sgt. Maj. of the Army Kenneth O. Preston unveiled the newest modernization effort for the U.S. Army enlisted force during a meeting with senior noncommissioned officers Oct. 9 at the Association of the United States Army annual meeting and exposition.

It was not a weapon system, but rather a management system designed to provide a process that manages the Army's most senior-level noncommissioned officers, command sergeants major and sergeants major.

"By changing ... we enhance our capability of getting the right leader with the right experience and skill sets, into the right position at the right time," said Preston.

The benefits of this modernization will be seen in a variety of ways, he said.

"It will be an improvement overall, from the way we select our command sergeants major and sergeants major, to the way we train them to how we select and synchronize our battalion and brigade command teams.

"The Army and the nation will benefit from this change by having NCOs with greater leadership experience in a variety of operational environments," Preston said, "while Soldiers — the centerpiece of our Army — will benefit from the mentorship and leadership of these multi-skilled, adaptive and successful leaders."

Command sergeants major

myarmybenefits.us.army.mil

and sergeants major will benefit from greater predictability in upward mobility and career progression, he said, and greater family stability.

“This new system will provide greater certainty for those selected for promotion and attendance to the U.S. Sergeants Major Academy, that they know they will be promoted, frocked if necessary, to sergeant major upon completion of the course, beginning with the graduation of those in ‘Class 60’ (set to graduate the nine-month course at Fort Bliss in the summer of 2010) and beyond,” said Preston.

New Rule Limits ‘Predatory’ Loans

By Sgt. Sara Wood, American Forces Press Service

The Defense Department is instituting new protections that will help defend service members against high-interest emergency loans that can lead to a dangerous cycle of debt.

A new regulation included in the 2007 National Defense Authorization Act limits the annual percentage rate on payday loans, vehicle title loans and tax refund anticipation loans to 36 percent for active-duty service members and their families. The change took effect Oct. 1.

This is a big change, as the interest rates on these “predatory” loans can run as high as several hundred percent, said David S.C. Chu, undersecretary of defense for personnel and readiness. Troops and their families have often fallen victim to these loans when they come up short between paychecks, and they can lead to serious problems, he said.

“It’s a big problem for

commanders, because what happens is often these households get themselves in over their heads,” Chu said. “They’re \$200 short between now and next payday, but they’re no better off when payday comes, so they need a bigger loan, and it just goes downhill from there.”

The 36 percent limit in the regulation includes all fees and charges, and the rule prohibits contracts requiring the use of a check or access to a bank account, mandatory arbitration and unreasonable legal notice, Chu said. The regulation makes it a criminal offense for lenders to knowingly charge a higher interest rate to service members, so it is essential that military members be honest about their status when applying for loans, he said.

The Defense Department also is stepping up efforts to educate service members about financial planning and where to go for help in an emergency, Chu said. Many times, service members can go to their bank or credit union directly and ask what loan products they have available, he said, or they can go to their military aid societies or the family community support centers.

Most institutions that troops would owe money to often are willing to defer payments. Service members also can go to Military OneSource and Military Homefront for information on financial planning.

“The first defense here ... is good education for our people so they understand better how to manage their finances wisely, so they don’t get themselves in trouble and so they don’t come up short at the end of the month or the end of the pay period,” Chu

said. “But if they do, they know where to turn and how to get help.”

Protecting Personal Information

From CG policy letter H-2 and USAREC Regulation 600-25

Individuals who have a USAREC laptop must understand that the equipment is a sensitive item. In addition to government proprietary information, laptops often contain large quantities of personally identifiable information and data that is for official use only. Unauthorized access creates risks to USAREC and Army operations ranging from disclosure of sensitive personal and operational information to intrusions and data gathering within our network. The loss of laptops causes reductions in productivity, triggers notification requirements and may subject USAREC personnel to legal liability. In the wrong hands, this information may damage the reputations of USAREC and the Army.

When not using the laptop, secure it with a cable lock, in a locked office or other secure location inside a building. Use of cable locks provided by the command is required. Commanders should evaluate the risk and vulnerabilities of loss and theft and take reasonable measures to ensure safeguards are in place for sensitive information and equipment.

Assigned laptops will be secured with cable locks, when provided. SF 701, Activity Security Check List, will be used to annotate if the item was secured as part of

the end-of-day security check.

Lost or stolen information technology equipment must be immediately reported by the chain of command as a serious incident. Any adverse administrative action including financial liability investigations or punitive action will be reported to the commanding general, deputy commanding general, deputy commanding officer or brigade commander and to the Staff Judge Advocate as a follow up to the original serious incident report.

Traveling personnel will not leave a laptop unattended in a vehicle. This applies even if the vehicle is locked, the computer is in the trunk or the computer is secured by a cable lock.

Personnel will carry the laptop on their person or otherwise maintain positive visual or physical control of the laptop when traveling by plane. If the carrying case is too large to be carried, the laptop should be taken out of the case and hand carried. Laptops cannot be left in an unsecured hotel room or residence. Recruiting personnel will not leave a laptop unattended unless it is secured with a cable lock or other approved locking device. Unassigned laptop computers will be in a locked closet, cabinet or filing cabinet.

Although portions of the USAREC policy are punitive, commanders are reminded to consider their full range of options for addressing misconduct and dispose of the case at the lowest level having authority.

The commanding general’s policy for laptop security is located at https://usaac.army.mil/portal/dt/usarec/HQ/CMD_GRP/CMD_Policies/.

Political Activities: Guidance for Active-duty Soldiers

USAREC Staff Judge Advocate

As a matter of long-standing policy (DoD Directive 1344.10), any activity that may be viewed as associating the U.S. Army with political activity must be avoided.

Recruiters have a unique position in their local community as both a private citizen and an Army liaison. The Army cannot take a position in political elections. Recruiter participation at political events may appear to the public that the Army supports particular candidates or political causes.

For every public invitation, learn exactly what the function entails, who will speak, who will appear on stage, who the audience will be and your expected degree of participation. This will ensure compliance with the rules and prevent the improper appearance that USAREC and the Army support a certain political agenda or party in the local community. If you are not sure, seek counsel from your chain of command, advertising and public affairs office or brigade judge advocate before participating in an event.

Some points to remember:



Avoid Endorsement

Active duty members may not participate in partisan political campaigns or conventions, except as a spectator when not in uniform, even if only as an “honoree.” Soldiers also are prohibited from making any speeches at partisan political events, whether in or out of uniform. Soldiers may participate in nonpartisan political activities so long as they are not in uniform, it does not interfere with military duties and there is no appearance of DoD involvement.

Prohibited Activities

Active duty members may only participate in partisan politics as a spectator and never in uniform. This means, as it relates to any partisan political candidate, party, or cause, that active duty Soldiers, including Reserve and National Guard Soldiers ordered to active duty, may not:

- be a candidate
- solicit votes
- solicit contributions
- publish articles soliciting votes
- speak publicly to endorse or criticize
- join a committee in any capacity

These prohibitions extend to Internet forums such as chat rooms, blogs and online profiles when there is any title, reference or photo that indicates current military service. Active duty service members also may not display any political message larger than a bumper sticker anywhere on their private vehicle.

Voting

Soldiers are encouraged to vote and express personal opinions on political issues and candidates, but never as a representative of the armed forces. Station commanders are encouraged to support the federal voting assistance program by providing a voting assistance officer. Recruiting offices of the Armed Forces have been designated as voter registration agencies. The Voter Registration Application Instruction Guide for Military Recruiters can be accessed at <http://www.fvap.gov/nvra/nvraguide.html>. However, no member of the military should attempt to influence another service member’s vote or require another service member to be present at any polling place.

Permissible Activities

Active duty members may participate in partisan politics in a limited, personal and nonpublic manner. So long as it does not obligate them to participate in a prohibited activity, Soldiers may:

- join political clubs and attend meetings in civilian attire
- sign petitions
- make monetary contributions
- write letters to publications expressing personal views
- display bumper sticker sized political messages on their private vehicle
- serve as an election official

The Bottom Line

Uniformed Soldiers must avoid the appearance of any political affiliation. DoD cannot be seen as endorsing or supporting one candidate or political party over another. Soldiers must be aware of the public perception and inquire about every invitation to attend public events to determine the nature of the event, the audience, the speakers and what their role will be. The only involvement active duty Soldiers may have in partisan politics is that of a spectator, not in uniform.

Gold Badges

SEPTEMBER 2007

ALBANY

SFC Theodore Lacey
SFC Dwayne Rickmon
SFC Leonard Roberson
SSG David Foxen
SSG Stephanie McInain
SGT Andrew Courville

ATLANTA

SSG Eugene Grace
SSG Lucas Gratz
SSG Robbyn Armstrong

BATON ROUGE

SFC Deidra Hammonds
SSG Willie Armstrong
SSG John Ellzey
SGT Corwin Washington
SGT Stephanie Hawkins
SGT Stuart Hull
SGT Brian Meredith
SGT Latanya Swayze

BECKLEY

SFC Frederick Burns
SFC Zebulun Clary
SFC David Frantz
SSG Joshua Delancey
SSG Patrick Fanning
SSG Eugene Randolph
SSG Melinda Wade
SGT Clarence Ellison
SGT Romond Graham
SGT Barry Parker

CHICAGO

SFC David Schoolfield
SSG Pat Bishop
SSG Terrance Brunson
SSG Charles Cox
SSG Christopher Michael
SSG Richard Ogle
SGT Anthony Blanco
SGT Cory Ragin
CPL Brian Darocha
CPL Jason Reiber

COLUMBUS

SSG Bruce Kernodle
SSG Steven Walsh
SGT Daniel Pearson
SGT Matthew Sabrina
SGT Lee Meadowcroft

DENVER

SSG Ucok Hendri

HOUSTON

SSG Felix Arroyo Diaz
SSG Jose Perou
SSG Carlton Washington
SGT Jessica Alvarado
CPL David Simpson

INDIANAPOLIS

SSG Steven Buzzard

SSG Jackie Caudill
SSG Glennville Fox
SSG Charles Hendricks
SSG Kevin Howell
SSG Maria Rosas
SGT Rickie Barrett
SGT Eric Goody
SGT James Waeltz
SGT Steven West

GREAT LAKES

SSG Derek Dickerson
SSG William Riggie
SGT Charlene Stuckey

JACKSONVILLE

SSG Daniel Dobson
SSG Scott Gellin
SSG Hugh Jenkins
SSG Jerry Jessie
SSG Hugh Lyon
SSG Christopher Trevino
SSG Garland White
SGT Timothy Businelle
SGT Randy Rhoden

LOS ANGELES

SFC Arnel Lopez
SSG Steve Bailey
SSG Shawn Jones
SSG Jose Ledesma
SSG Thuan Nguyen
SGT Joseph Miller

MIAMI

SFC Steven Boyd
SFC Marcus Lee
SFC Jorge Martinez
SFC Israel Rodriguez
SSG Bradley Andrews
SSG Ricardo Reyes
SSG Benny Rodriguez-Gerena
SGT Edri Hernandez
SGT Eric Lamb
SGT John Rocco
SGT Kevin Sampson
SGT Mildred Soto-Nieves

MILWAUKEE

SFC Damian Kozlowski
SSG Andrew Johnson
SSG Jason Lowman
SSG David Walker
SGT Brian Dietrich
SGT Aaron Egner
SGT Matthew Frost
SGT Thomas Frye
SGT Elijah Kramer
SGT Steven McCombie
CPL Roderick Sellers

MINNEAPOLIS

SSG Andrew Scogin



MONTGOMERY

SSG Randy Malone
SSG Kayland Teemer
SGT Tracy Butts

NASHVILLE

SSG Matthew Overson
SGT Jason Vickery
SGT Patricia Whalley

NEW ENGLAND

SSG Jeffrey Becker
SSG Sean Collins
SSG William Harris
SSG Joey Jones
SGT Eljay Blount
SGT Joshua Ledger
SGT Michael Rhodes

NEW YORK CITY

SFC Kenneth Holloway
SSG Jessica Holguin
SSG Johan Sandoval
SSG Gustav Schirach
SSG Keven Shockley
SSG Timothy Smith
SGT Judimer Cruz Soto
SGT Jesse Kent
SGT Thomas Richardson
SGT Robert Schott
SGT Craig Sexton
SGT Michael Strong

OKLAHOMA CITY

SSG Polly Wallace
SGT Steven Lloyd Jr.

PHOENIX

SSG Anthony Majcher
SSG Michael Mayorga
SSG Jacquelyn Smith
SSG Edwardo Veloz
SGT Mitchell Bentley

PITTSBURGH

SFC Paul Taper
SGT Fredrick Jurecki
CPL Valerie Bennett

PORTLAND

SFC Lima Pula
SSG Andrew Adcock
SSG Joseph Alviar
SSG George Clay
SSG Ronald Davidson
SSG Henry Favre
SSG Geraldo Irizarry
SSG James Justice
SSG John Lucas
SSG Shaun McCurdy
SSG Paul Ozeryanskiy

SSG Matthew Peeler
SGT Robert Dupont
SGT Henry Farar
SGT William Fritz
SGT Curtis Haugen
SGT Justin Morlock
SGT Jason Mosley
SGT John Normoyle
SGT Kasey Olson
SGT John Orth
SGT Joseph Shin
SPC Emilio Acevedo
SPC John Joseph

RALEIGH

SFC Shawn Carrington
SSG Nathan Bryant
SGT Daniel Dunn

SACRAMENTO

SFC Christopher Fromm
SFC Craig Wiggins
SSG Marc Baker
SSG Gregory Bilbrey
SSG Robert Carswell
SSG Ronald Howell
SSG Robert Jones
SSG Ricky King
SSG Kenneth Miller
SSG Michael Silva
SSG Timothy Templeton
SSG Adam Verkest
SGT Michael Anderson
SGT Tabatha Carpentier
SGT James Ference
SGT Benjamin Howlett
SGT Stephen Loi
SGT Cameron Maples
SGT Richard Russell
SGT Deborah Stafford
CPL Fernando Hernandez
CPL Marian Hollingsworth
CPL Chanthen Soeung
CPL Scott Tipton
CPL Daniel Zakoian

SALT LAKE CITY

SSG Ryan Sanderson
SGT Anthony Abell

SAN ANTONIO

SSG Sean Shannon

SORB

SFC Juan Lopez
SSG Michael Lewis

SOUTHERN CALIFORNIA

SGT Bradley Bledsoe
SGT Gabriel Huerta

SEATTLE

SFC James Denison
SFC Eric Mroz
SGT Antonio White
CPL John Thompson

ST. LOUIS

SFC Jeffrey Brewer

SFC Antwon Shaw

SFC Travis Smith
SSG Christopher Desper
SSG Kevin Steele
SGT Matthew Hale
SGT Lance Masias
SGT Joshua Walker

Recruiter Rings

SEPTEMBER 2007

ALBANY

SSG David Farmer
SSG Gary Fisher II

ATLANTA

SSG Robert Savage
SSG Angelia Witter

BALTIMORE

SFC David Woodruff
SSG Terrell Cherry
SSG Scott Morgan

BATON ROUGE

SFC Tommy Jones
SFC Danny Lindley
SSG Craig Briggs
SSG Ralph Negrete
SGT James London
SGT Broderick Moore
SGT Crystall Singer
SGT Robert Siquerra

BECKLEY

SFC Jason Spoon
SFC Jessie Standridge
SSG Joseph Casey Jr.
SSG Mark Engle
SSG Anthony Fey
SSG Jamal Ghammashi
SSG Damond Kirk
SSG Michael Yarbrough
SGT Ashley King
SGT Beau Oakes

COLUMBUS

SFC Thomas Stier
SSG Donald Graves
SSG Eric Swinehart
SGT Jason Bettger
SGT Jeremy Knowles
CPL Gillian Wilt

DALLAS

SSG Narada Stephens

DES MOINES

SSG Jeremy Bright
SSG James Klink
SSG Benjamin Stockwell

GREAT LAKES

SFC Brian Favreau

HARRISBURG

SFC Claude Hebert
SFC Christopher Mullings

SFC Michael Pearson
SFC Gerald Rasmussen
SFC Christopher Stapleton
SFC Ernest Unangst
SFC Darryl Williams
SSG David Brown
SSG Christopher Chavira
SSG Melonie Cyr
SSG Amie Smith
SGT Joshua Vinroe

HOUSTON

SFC Randy Frankson
SFC Waylon Petty
SSG Anthony Ball
SSG David Carrillo
SSG Richard Harrigan
SSG Justin Heidenreich
SSG Christopher Powell
SSG Eric Starika
SGT Matthew Bowman
SGT Jeffrey Gifford

INDIANAPOLIS

SFC Keith Palmer
SSG Daniel Adams
SSG Jeremy Grimaldi
SSG Carlos Lopez
SSG Robert Martin
SSG Jason Maheia
SSG Michael Miihlbach
SSG Rita Praul
SGT Jason Holmes

JACKSONVILLE

SFC Shateria Rahming
SFC Kenneth Roberts
SFC Leonardo Torres Jr.
SSG John Lowery
SSG Lashawn Stradford
SGT Daniel Johnson

KANSAS CITY

SFC Pablo Picacio
SSG David Cox
SSG Russell Sharman
SGT Joseph Duncan

LOS ANGELES

SFC Jacobo Gordillo

MIAMI

SFC Jose Rodriguez
SFC Jorge Vega
SSG Eric Feliciano



SSG Wilfredo Vera

MILWAUKEE

SFC Keven Gianunzio
SFC Allen McCann
SFC Joseph McGuigan
SFC Paul Kivela
SSG Patrick Bibb
SSG Christina Collins
SSG Frederick Hudson
SSG James Parker
SSG Jeffery Walburn
SGT Joshua Ross
SGT Jason Vallejo

MINNEAPOLIS

SSG Kevin Bergan
SSG Jay Iversen
SSG Christopher Kent
SSG Scott Mackedanz

MONTGOMERY

SFC Anthony Bassett
SFC Stacey Hunter
SFC David May
SSG Lathern Woods
SGT Joshua Deason
SGT Roman Johnson
SGT Kyle Shimel

NASHVILLE

SFC Jesse Allen
SFC Jason Clark
SFC Michael Dupre
SFC Sean Pyle
SSG Rufus Smith
SGT Samantha Murphy

NEW ENGLAND

SFC Michael Johnson
SFC Daniel Sproul
SFC Rafael Suarez
SSG Robert Bailey
SSG Kevin Jancsy
SSG Kevin O'Boyle
SSG Jeffrey Roy
SGT Kevin Cahalane

OKLAHOMA CITY

SSG Jason Briscoe
SSG Zachary Fugitt
SSG Robert Kowal
SSG Arlo Nelson

PHOENIX

SSG Michael Crow
SSG Edward Gall
SSG Ruben Jaurequi
SSG Michael Kearney
SSG Benjamin Marquez
SSG Keith Oliver
SSG Caleb Quida
SSG John Sanchez
SGT Brent Learnard

PITTSBURGH

SSG Adam Atherton
SSG Stacey Cooley
SSG Michael Epsteini
SSG David Kraut
SSG Jason Mayo
SSG Gregory Smith
SGT William Littell
SGT Chad Neal
SGT Matthew Nunnally

NEW YORK CITY

SFC Carlos Martinez
SSG James Keel
SSG James Richmond

RALEIGH

SFC Jeanette Birkholz
SFC Russell Burnham
SFC Nigel Jones
SSG Julius Fogle
SSG Bogdan Ionescu

SACRAMENTO

SFC Christopher Broesamle
SFC Michael Harper
SFC Gregory Mathis
SFC Imelda Simmons
SFC Kent Smith
SFC Trevor Davis
SSG Edmond Burcher
SSG Richard Caralos
SSG Monte Chambers Jr.
SSG Robert Edwa
SSG Jose Gomez
SSG Sheldon Ko
SSG Kunta McGoley
SSG Clifton Smith
SGT Brian Laughlin

SALT LAKE CITY

SFC John Richardson Jr.
SSG Richard Anderson

SSG Landon Oien
 SSG Michael Wimberly
 SGT Michael Brown
SAN ANTONIO
 SFC Terry Blackburn
 SFC Jeffrey Smith
 SSG Cynthia Garza
 SSG Roberto Graciano
 SSG Ruben Llanas Jr.
 SSG Jorge Vazquez
 SGT Gabriel Guzman

SEATTLE
 SFC Terry Hill
ST. LOUIS
 SSG Jeremiah Cummings
 SSG Joshua Staple
 SGT Steven Koenig
 SGT Jonathan Myers
SORB
 SFC Robert Lee Herring
TAMPA
 SSG Christian Davis
 SSG Charlotte Springer

Morrell Awards

SEPTEMBER 2007

1ST MEDICAL RECRUITING BATTALION

SFC Sean Moser

3D MEDICAL RECRUITING BATTALION

SFC Thomas Voye

BALTIMORE

SFC Orlanda Gordon
 SFC Chad Lucas

BATON ROUGE

SFC Tommy Jones
 SSG Alex Jones
 SSG James Vanhorn
 SGT Matthew Marchese

BECKLEY

SFC Jeremy Athy
 SSG Leonard Haith

COLUMBUS

SFC Jennifer Raichle
 SSG Zachary Atkinson
 SSG Adam Mays
 SSG Andre Mosley

GREAT LAKES

SFC David Garrett
 SSG Matthew Toth

HARRISBURG

SFC Albert Taylor
 SSG Gregory Koskey

HOUSTON

SGT Timothy Tabellija

INDIANAPOLIS

SFC Frank McClain
 SFC Robert Thomas

JACKSONVILLE

SSG James Fadgen

SSG Latwan Ferguson
 SSG James Westbrook

KANSAS CITY

SSG Joseph Grens
 SSG Robert Seymour
 SGT Danny Barker

LOS ANGELES

SFC Ricardo Heredia

MIAMI

SFC Reinaldo Boneta-Hilversum
 SFC Edwin Cancel
 SFC Freddy Moreno
 SFC Dacia Peek

MILWAUKEE

SFC Steven Morrison

MINNEAPOLIS

SFC Jesse Sheriff

MONTGOMERY

SSG Michael Deleon
 SSG Travis Ward

NASHVILLE

MSG Daniel Gingles
 SFC Jason Curry
 SFC James Dye
 SFC John Mitchell

NEW ENGLAND

SFC Shawn Wilks
 SSG Christopher Barnes

OKLAHOMA CITY

SFC William Beasley
 SSG Christopher Dart
 SSG James Fryer
 SSG Brandon Williams

PHOENIX

SFC Jermaine Ross

SSG Ivan Rodriguez

PITTSBURGH

SFC Garey Scott
 SFC David Toler
 SSG Ryan Covington
 SSG Christopher Sommerville
 SGT James Butcher

RALEIGH

SFC Eddie Davis

SACRAMENTO

SFC Dennis Ayala
 SFC Louis Montoya
 SFC Timberlake Pierce
 SFC John Stanton
 SFC Bryan Williams
 SSG Michael Kolle

SSG Kenneth Reines

SALT LAKE CITY

SFC John Crowder
 SFC James Tharpe
SAN ANTONIO
 SFC Julio Mendoza
 SSG Tyler Clarkson
 SSG Richard Conner Jr.
 SSG Alexander Garcia
 SSG Isaak Rashkovsky
 SSG Dilworth Scott

SEATTLE

SFC Stephen Goodman

ST. LOUIS

SFC Marcus Bendy
 SFC Geoffrey Deremiah
 SSG Corey Coffman
 SSG William Guthrie

TAMPA

SSG Brian Rousseau

Conversions

SEPTEMBER 2007

BALTIMORE

SGT Willie J. Thomas

COLUMBIA

SSG Timmy R. Hammonds

DALLAS

SSG Floyd E. Toms

HARRISBURG

SSG Melonie R. Cyr
 SSG Anthony E. Fey

HOUSTON

SGT Jason B. Hooper
 SSG Justin Heidenreich
 SGT Kelly G. Byrne
 SGT Matthew Bowman

JACKSON

SFC Leroy Tinner Jr.

JACKSONVILLE

SFC Gregory A. Neal

LOS ANGELES

SGT Marcelo A. Calderon

NEW YORK CITY

SGT Andrew J. Brophy

OKLAHOMA CITY

SSG Alfred E. Finch

PITTSBURGH

SSG Rhett Massey

PORTLAND

SSG Robert K. McBride

ST. LOUIS

SSG Anthony Q. Reaid

SALT LAKE CITY

SSG Matthew J. Conkling

SGT Timothy J. Bennett

SAN ANTONIO

SSG Miguel A. Robles

SSG George E. Smith

SFC Corey J. Corwin

TAMPA

SSG Sonianica Y. Matthews



1. The station commander is authorized to certify education documents for enlistment purposes only. The station commander cannot certify the document to ship.

- a. True
- b. False

2. Which of the following is not authorized a clearance?

- a. Jay Treaty Indians
- b. Citizens of the Federated States of Micronesia
- c. Citizens of Palau
- d. Citizens of the Republic of the Marshall Islands
- e. All of the above

3. For applicants currently serving in any component (excluding IRR), physical examinations will be valid for five years from the date of administration.

- a. True
- b. False

4. To be eligible for the ACASP program, an applicant must have had either training or experience in their civilian-acquired skills within how many months of enlisting?

- a. six months
- b. 12 months
- c. 18 months
- d. 24 months

5. What form is used for the Individual Ready Reserve Bonus Program?

- a. DD Form 4187
- b. DA Form 4651
- c. USAREC Form 1252
- d. DA Form 4977

6. What regulation covers Recruiting Partnership Council?

- a. USAREC/FORSCOM Reg 140-1
- b. USAREC/FORSCOM Reg 601-67
- c. USAREC Pam 385-2
- d. USAREC Pam 350-14

7. The recruiting network consists of both an internal and an external component. These components form the _____ in which you operate.

- a. information environment
- b. information highway
- c. information system

8. Decisive, shaping and sustaining operations are a

part of the _____.

- a. recruiter's operating environment
- b. developing a network-centric environment
- c. recruiting operation plan

9. The recruiting market consists of which four elements?

- a. Potential market, PMA market, target market, penetrated market
- b. Potential market, QMA market, target market, penetrated market
- c. Essential market, QMA market, target market, potential market

10. What regulation covers Recruiting Improprieties Policies and Procedures?

- a. AR 601-210
- b. USAREC Reg 601-45
- c. USAREC Reg 600-31

11. Enlistment in the RA is authorized for a term of at least 15 months but not more than eight years.

- a. True
- b. False

12. If an applicant was last separated from any component or is a current member of any RC in grade E-4 with not more than seven years AFS and enlists within 48 months from the date of separation, the enlistment grade will be the same grade held at time of separation.

- a. True
- b. False

13. A waiver may be submitted at any time, although a waiver is not required for enlistment in RA or USAR after six months has elapsed from date of transfer to the IRR.

- a. True
- b. False

14. An applicant does not meet dependency requirements if the applicants are processing as a husband and wife team and have one or more dependents under the age of 18. (Waiver will not be considered.)

- a. True
- b. False

15. Who controls the Army Civilian Acquired Skills Program for enlistments?

- a. HRC through the ARISS System
- b. HRC through the REQUEST System
- c. USAREC through the REQUEST System

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

Mission Box

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



1st Brigade



2d Brigade



3d Brigade



5th Brigade



6th Brigade

September Fiscal Year 2007

Top Regular Army Recruiter

SSG John Conrad
New England

SGT David Harris
Atlanta

3d Brigade is testing the
Team Recruiting Concept

SSG Wayne Lovell
Dallas

**SSG Deborah
Leaks-Jackson**
Denver

Top Army Reserve Recruiter

**SFC Joseph
Dobrowolski**
Syracuse

SFC Sean Dullaghan
Atlanta

SFC Mark Chrisman
Kansas City

SSG Richard Anderson
Salt Lake City

Top Large Station Commander

SFC Ralph Riggs
Robinson
Pittsburgh

SFC Althena Evert
Roswell
Atlanta

SFC Brian Heffernan
Denton
Dallas

SFC Anthony Harmon
Carson City
Salt Lake City

Top Small Station Commander

SSG Ryan Covington
Meadville
Pittsburgh

SSG Andrea Sturgill
Boone
Columbia

SSG Jason Isbell
Brownwood
Dallas

SSG David Goad
Ridgecrest
Los Angeles

Top Company

Mercer

Athens

Frisco

Sierra

Top Battalion

Pittsburgh

Atlanta

San Antonio

Top AMEDD

Boston

Raleigh

Columbus

St. Louis

Denver

Answers to the Test

1. a. USAREC Msg 07-197, 2-1 e
2. e. USAREC Msg 07-197, 2-4 b (1) (i)
3. a. USAREC Msg 07-197, 5-13 d
4. d. AR 601-210, Chap 7-4 a (2)
5. d. AR 601-210, Chap 9-20 b (1)

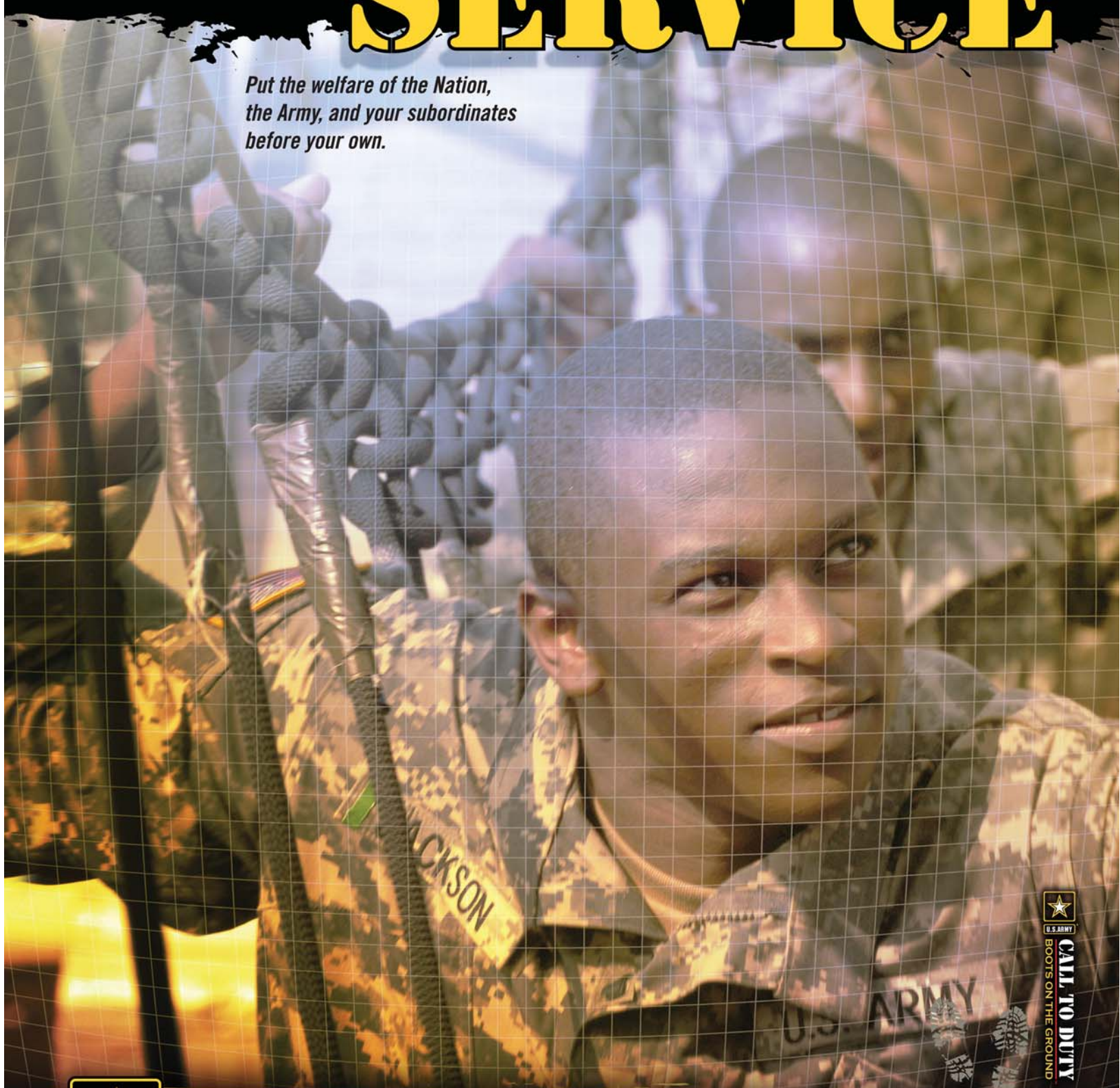
6. a. USAREC/FORSCOM Reg 140-1
7. a. USAREC Manual 3-01, Chap 1-8
8. c. USAREC Manual 3-01, Chap 2-5
9. b. USAREC Manual 3-0, Chap 3-16
10. b. USAREC Reg 601-45, p. 1

11. a. USAREC Msg 07-197, 2-16 b
12. a. AR 601-210, Chap 3-17 b (2)
13. b. USAREC Msg 07-197, 4-17 c
14. b. USAREC Msg 07-197, 2-10 (b) 5
15. b. AR 601-210, Chap 7-13

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the Army, and your subordinates
before your own.*



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BOOTS ON THE GROUND



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ARMY VALUES