

RECRUITER

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Journal

9-11

Recruiting in the Aftermath

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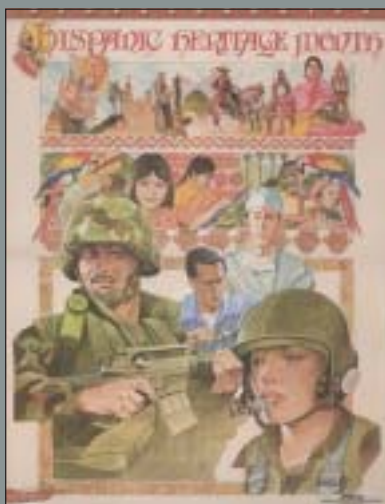
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TOTALLY EFFECTIVE RECRUITER



Front Cover design by Joyce Knight. Photos by Andrea Booher, Federal Emergency Management Agency.



Sept. 15 - Oct. 15

Mission success attributed to the hard work of Army recruiters

In just a few more days, we will be able to put fiscal year 2002 in the history books as one of the most successful years in all volunteer recruiting history!

First and foremost, I must express my deep and sincere gratitude to the recruiters, leaders, civilian teammates at every level, family members, and supporters for the role all have played in this accomplishment. I trust that everyone feels a sense of great pride in this accomplishment. It is truly one for the record books!

In the months ahead, many will ponder the question, "just what made the difference?" Some will say it was the national outrage at the events of September 11, 2001. Others will say it was the direct result of a highly successful and highly polished advertising campaign. There will be others who will attribute this year's success to economic factors that can be charted, graphed, and mathematically calculated to predictable youth propensity to enlist. Finally, there will be a select few who will attribute the success directly to the hard work of Army Recruiters. No matter the factor, or group of factors, to which you attribute the success, it is impossible to ignore the role of our magnificent recruiters who made it happen!

We are obviously very proud of the success of our Army of One campaign, and the data clearly shows that it resonates with young America. Additionally, our cyber recruiting effort is the envy of our sister services, and converts leads into enlistments at a rate higher than any other lead source. But no matter how young Americans come to us (lead source), a great Army recruiter must



MG Michael D. Rochelle

The single factor that runs through the many contributors to recruiting success is the hard working Army recruiter and a supportive family.

eventually make contact with him or her and must prepare an enlistment packet. All across America this year, Regular Army and Army Reserve recruiters completed this process thousands of times. The result is mission success in fiscal 2002.

As the critical enlistment process is being played out all across the landscape, there are other critical actions ongoing. Behind the scenes, family members of Army recruiters are supporting in myriad ways. Additionally, our magnificent team of USAREC civilians and contractors is keeping us functioning in the brick and mortar of the command, information technology and administration. Finally, we cannot overlook the support we receive from active and reserve leaders across the Army in TAIR and COI events, VIP high school and college visits, as well as many other active support activities. Wow! What a Team! With such a complex web of support to hard working Army recruiters, how could any single element be the lone star of this year's success? We owe thanks to all these and more.

Last, but by no means least, our ultimate thanks must go out to Army recruiters and their families. The single factor that runs through the many contributors to recruiting success is the hard working Army recruiter and a supportive family. Special thanks to you for a GREAT year, and thanks to you, the prospects for fiscal year '03 remain very bright!

USAREC is on track for success

This year's objectives are in the bag and next year looks promising.

Having just returned to the Headquarters after several weeks, I can report that things are really heating up. No, I'm not talking about the August temperatures. USAREC closed out July's RA mission at 105.7 percent gross, 86.1 percent net, and 91.5 percent DEP retention. An early spike in July DEP loss concerned me. However, by month's end we exceeded accessions by 270. Team, as I write this we are just days away from achieving the FY 02 RA mission. With continued focus and hard work we will exceed our 35 percent EDEP goal for FY 03 and 1st Quarter is looking great. Better still is our Army Reserve performance. Exceeding July's mission by 374 keeps USAREC on track to deliver the additional 2,000 Reservists promised to the Chief of Army Reserve.

More good news! On Aug. 1, we achieved the FY 02 18X mission. I spoke with the Special Warfare Center command sergeant major at Fort Benning, Ga., last week. CSM Browksi was very pleased with the quality soldiers you've enlisted into the program. The first COHORT just graduated from OSUT with low attrition and great marks. Keep up the good work.

The RA nurse mission is not so promising. We need about 90 more nurses with two boards remaining. Our AMEDD Detachments need help.

This year's objectives are in the bag and next year looks very promising. But, that doesn't mean we can afford to kick back and relax. To the contrary, the work is still ahead if we are to achieve the

Command vision. Recruiting is going well. We also know world events could change quickly. Since the future is never as predictable as the past, a disciplined work ethic is necessary to carry us through tougher times. I'm referring to staying with the basics and enforcement of standards every day. My inspections are uncovering too many SASVAB qualified leads on last school year's lists that have not been contacted this year. Some have never been contacted. Implementation of MAP is going slowly. I'm finding station commanders filling in the blocks without doing the analysis, company leadership teams not reviewing the plan, and recruiters not prospecting to support the mission category. I'm finding unassigned LEADS are not necessarily a "system" problem. Finally, developing counseling still needs work. It's generic, fails to identify actual shortcomings, and lacks a plan of action and follow-up.

The problem is these findings aren't new. Confident and competent leadership can easily correct them. USAREC is

USAREC is fortunate to have an abundance of confident and competent leadership. I call them the noncommissioned officers and having nothing to do with position.

CSM Roger Leturno



fortunate to have an abundance of such leadership. I call them noncommissioned officers which has nothing to do with position. Stick with the basic team. Our Army will benefit in the end.

The new AR 670-1, Wear and Appearance of Army Uniform and Insignia, dated July 1, 2002, is now in effect. There are numerous changes. Don't wait for your copy through distribution. I recommend downloading it from the U.S. Army Publishing Agency Web site. Take the time to read it. It is much easier to correct soldiers when you understand the standard. As you may know we are working with DA to modify AR 670-1 as it pertains to tattoos. The following exception to policy was approved by the Army G-1 and is in effect until Nov. 1, 2002.

"Applicants who have tattoos on their hands that are inconspicuous and are not extremist, racist, indecent or sexist are authorized. Compliance with all other provisions of AR 670-1 is required. Battalion

commanders, or if they choose to delegate to their battalion XO (no other delegation authorized), will be the approving authority for tattoos on the hands."

USAREC distributed among the five recruiting brigades 385 leased family housing allocations. As of July only 204 requests have been submitted. This is a great opportunity for many young married couples. Need your help in getting the word out.

The CSM/SGM/USASMC Selection Board begins Oct. 1, 2002. Soldiers eligible for consideration for CSM appointment, SGM promotion, or resident USASMC attendance must ensure their records are in order. The document cutoff date is Sept. 13. You can easily check online by accessing www.erec.army.mil. Check NCOER information, date of your last photograph, and updated ERB and 2-1. You can also use this Web site to accept or decline consideration for CSM and to decline consideration for the SMC.

Good recruiting.



Chaplain's Motivational Notes



by Chaplain (LTC) Jim Stephen
HQs USAREC

The Gray Twilight

“Far better it is to dare mighty things, to win glorious triumphs, even though checkered by failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows not victory nor defeat.”

This wise counsel to reach beyond the “gray twilight” was penned by Theodore Roosevelt. No stranger to difficulty himself, he won and lost, dreamed and was sometimes disappointed, throughout his life. But he realized that winning and losing are not nearly as important as daring to dream.

The world's great achievements were at first — and for a time — only dreams. Someone had vision, an idea was planted, and diligent efforts were made. The seedlings of dreams produce new insights, inventions, and breakthroughs.

And, once a dream takes root, it creates new dreams in its own fertile and well-worked soil. For our lives are the composite of those dreams we nurture.

We find an ideal example in the windmill slayer and country gentleman, Don Quixote. In 1605, Spanish novelist Cervantes wrote his masterpiece about the idealist Quixote, a dreamer who refused to accept certain “realities” about life. A story easily remembered. His dreams of righting wrongs, bearing sorrow, finding beauty, and running where the brave dare not go inspire us today. Quixote's dreams were so well developed that they became his reality. Though people mocked his idealism and scathed him with the facts of life, he tenaciously held on to his dreams. And his life was all the more full.

“Unfortunately, many of us are not willing to venture outside of “the gray twilight” and experience possible failure — or even humiliation. Those who follow their dreams know that it takes real energy and enthusiasm to reach for the stars.”

Perseverance in the face of overwhelming odds must fuel our efforts. But, even when life is “checkered with failure,” the triumph that comes with trying, the victory that is won in the striving will never allow us to be satisfied with mere twilight again.

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

USAREC welcomes and farewells the Deputy Commanding General (East)

By Julia Bobick, U.S. Army Recruiting Command Public Affairs

The U.S. Army Recruiting Command welcomed its new Deputy Commanding General (East), BG Leslie L. Fuller, in a ceremony July 22 on Flag Field.

"I was absolutely delighted and quite anxious to have this great leader here at the Recruiting Command," said MG Michael D. Rochelle, USAREC commander, who has crossed command paths with Fuller before at Fort Campbell.

He added that USAREC and Fort Knox are gaining a tremendously talented leadership team in Fuller and his wife, Nancy.

"We must now more than ever focus on our purpose and answer our Army's call to deliver quality young Americans who will confront the challenges of today's world and tomorrow's uncertainties," Rochelle said.

"Our sense of urgency for fulfilling our vital role must be equal to the sense of urgency felt by every soldier, sailor, Airman and Marine now engaged in the war on terrorism.

Fuller comes to USAREC from the Special Operations Command Europe, where he was the Commanding General and the Director of the U.S. European Command Special Operations Directorate.

"That's why I know BG Fuller will fit so well into our team of teams," said Rochelle

He is returning to the command after more than 20 years.

"Every morning I walk in, I see GEN [Maxwell R.] Thurman's picture on the plaque and I get cold chills running down my back and neck because he was the CG when I was a recruiting company commander," said Fuller.

Thurman, for whom the USAREC headquarters building is named, is credited with improving the quality of recruiting and the volunteer Army, and developing the Army's "Be All You Can Be" recruiting campaign.

"He has brought us a long way. We are the Army we are today because of GEN Thurman and those great noncommissioned officers who moved into the high schools, into the colleges back in 1979 and 1980," said Fuller.

The multi-service special operations troops Fuller previously commanded were called the "tip of the spear" by the U.S. European Command commander-in-chief Air Force Gen. Joseph Ralston.

"Those great Americans are doing their jobs because of the

Recruiting Command NCOs and officers, and I tell you it's a real privilege to be back.

"It's a privilege to take on the challenge of leading these outstanding NCOs whom I consider the 'tip of the spear' on the homefront and in the communities across the country, reconnecting America with the Army," said Fuller.

Fuller replaced BG Robert E. Gaylord, who joined the command as the chief of staff in October 1999 and was promoted and became the DCG (E) in July 2000.

BG Gaylord "made a tremendous impact on the quality of life of soldiers throughout the command," Rochelle said. "We are richer for having had [him] with us."

"You can see the effect of a leader like Bob Gaylord when you're in the field talking to soldiers who he has touched ... he teaches, he coaches, he mentors, and he does it very well."

One of the key points Gaylord said he will take with him from this command is "a reaffirmation of how talented, dedicated, and professional

the NCOs are in the field, across America, on the front line of recruiting. They are indeed the heart and soul of the command.

"Day after day they're out in the communities of America, fulfilling an important role reconnecting with the American people and building our Army. Most people have no idea what they go through."

"We have top-notch NCOs — most of them detailed recruiters — out there on the streets, making it happen, communicating to these young men and women, that no matter what challenges they are facing, they can succeed," Gaylord said.

Gaylord is returning to the Pentagon and to his family who live in Washington, D.C., to become the Deputy Chief of Army Public Affairs, where he will continue helping the Army communicate its messages to America.



BG Leslie L. Fuller greets a guest at the welcome ceremony on July 22. (Photo by Jim Welker)



BG Robert E. Gaylord holds his granddaughter, Skyler, following his participation in the farewell ceremony. (Photo by Jim Welker)

Market Research Recruiting in the Sept. 11

By MAJ Eric Burger, USAREC PAE

The terrorist attacks on Sept. 11, 2001, greatly impacted the economy, the military, and the government. What was the impact on Army recruiting?

Pat Tillman, an NFL star, forfeited a three-year, \$3.6 million contract with the Arizona Cardinals to become an Army Ranger.



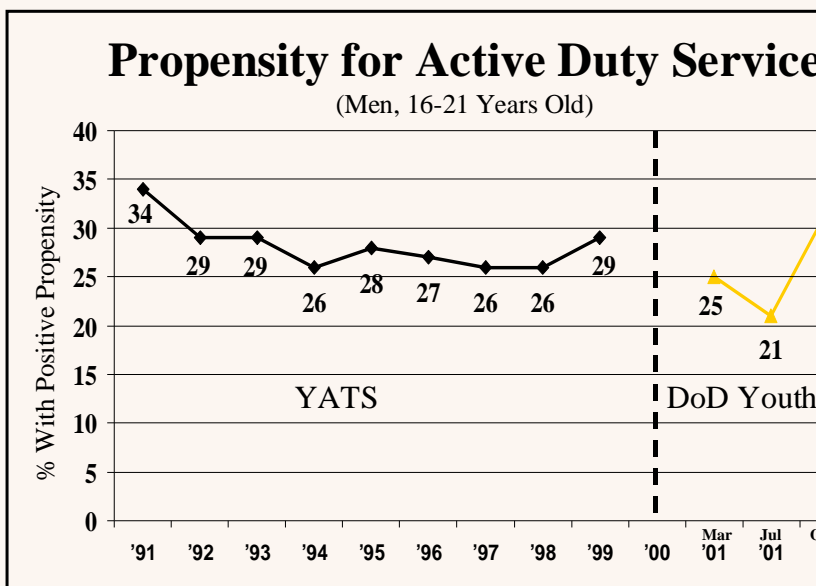
Former National Football League player, Pat Tillman, (right) of the Arizona Cardinals and his brother, Kevin, take the oath of enlistment on May 31 at the Phoenix Military Entrance Processing Station.

A lesser known example of personal sacrifice is Peter Sarvis, a former reservist, who left his \$85,000-a-year position as a financial broker in New York to serve as a petroleum supply specialist supporting operations in Afghanistan (Army Times, May 6, 2002). Are these just anecdotal stories or are they representative of significant changes in our recruits?

This article will demonstrate that the Sept. 11 attacks had affects on the youth market and FY 2002 production.

Looking at youth attitudes

USAREC's definition of propensity is "an inclination or preference for military service." The quarterly DOD Youth Poll measures propensity by asking: "Regarding your future plans, how likely is it that you will be serving in the military?" Those who respond "Definitely" or "Probably" are classified as



having positive propensity. The proportion of respondents that indicated positive propensity in October 2001 was greater than in the two previous Youth Poll surveys in March and July 2001.

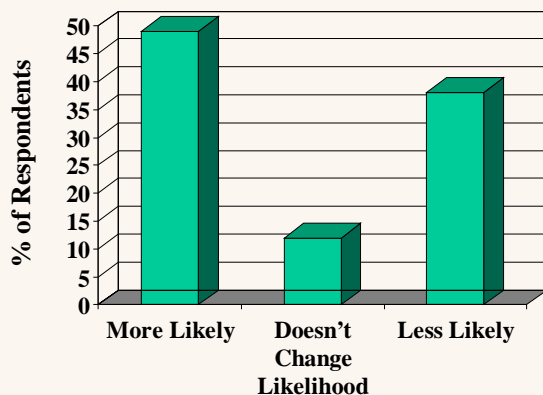
We gained additional insight from a Youth Poll question regarding changes in motivation for joining the military after Sept. 11. Forty-nine percent of those polled stated that they were more likely to want to join the military because of the terrorist attacks on our country.

These measures from the DOD Youth Poll indicate that youth propensity for service increased after Sept. 11. However, increased propensity does not automatically translate into increased production quantity or quality. While the data suggests that youth might have been more receptive to the Army's messages, USAREC still had to offer attractive programs and incentives. Most importantly, the recruiting force still had to effectively communicate with youth in order to capitalize on the increased propensity. The next three paragraphs detail specific measures that indicate that the entire team did just this in FY 2002 and recruited a cohort with impressive credentials.

Research Highlight: The Aftermath of

Reasons for Joining the Military

“Does the situation related to the World Trade Center and the Pentagon make you more likely or less likely to consider joining the military?”



during the first four months of FY 2002 of 10, 4, 3, and 5 percentage points respectively over the same period last fiscal year. The Army's increases in quality exceeded that of all the other services, which suggests that USAREC, due to its emphasis on the graduate and college market and the hard work of its recruiting force, was best positioned to exploit the current market dynamics.

The College Composition of Production

The youth market conditions proved favorable for the Command's execution of its college market strategies. From October 2001-January 2002, the Command recruited 1,840 RA applicants with college degrees (associates degree and higher) versus 1,053 during the same

four-month period the previous year. This represented an impressive 74.7 percent increase. At the end of third quarter FY 2002, applicants with some level of college experience represented 22.3 percent of all contract production.

Mission Accomplishment

The Command achieved its RA gross contract mission in six of the first nine months of FY 2002. During the same period last fiscal year, the Command realized its gross contract mission only one month. As a result of this consistent performance throughout the year, USAREC completed its FY 2002 RA accession mission two weeks earlier than last fiscal year. It is interesting to note that overproduction from October 2001-January 2002, the period immediately following the terrorist attacks, was greater than for any other four-month period during this fiscal year.

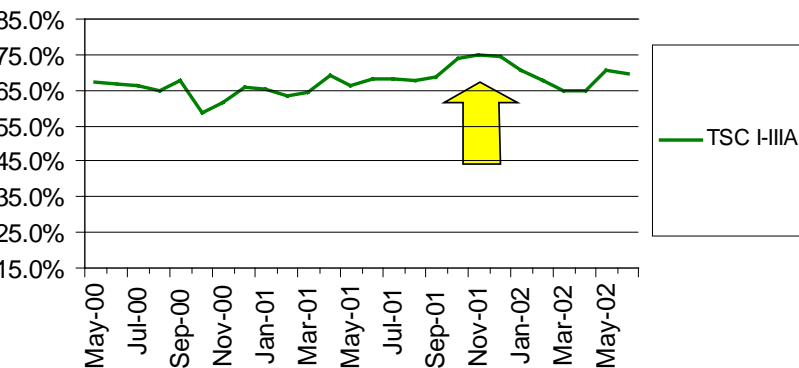
Conclusion

The DOD Youth Poll indicated that the Sept. 11 attack spurred an increase in propensity for military service. Through effective programs, marketing, and prospecting, USAREC capitalized on the change in youth attitudes. As a result, USAREC has achieved its RA accession mission and is providing the Army more educated, high aptitude recruits in FY 2002. Send feedback about this article to eric.burger@usarec.army.mil.

The Quality Composition of Production

The proportion of applicants that score I-III A on the ASVAB (“high quality”) varies seasonally as commanders adjust quality requirements to spur production in traditionally low-contract periods. There was a significant change in the proportion of high quality applicants immediately after Sept. 11. The monthly proportion of Regular Army (RA) I-III A contracts in October 2001 - January 2002 was the highest four-month period since January - March 1997. The Army, Navy, Air Force, and Marines recorded average monthly increases in quality

Contract Composition By Quality



From cowardly to courageous

How to succeed at cold calling

By Jim McCormick, Skydiver and Motivational Speaker

There it is. That darned phone. And you have to pick it up and call someone you don't know. You need to make some cold calls.

The first thing to know is this — the longer you put off picking up the phone and making that first call, the heavier that phone gets. Give it enough time and you'll swear the phone weighs 500 pounds when you try to lift it.

I've been skydiving for years. In thousands of jumps, I've learned some valuable lessons that apply to lots of things ... including cold calling. So, let me share some insights with you I've reaped from all those skydives that will make you more successful at cold calling.

So, how do you get started? How do you overcome the understandable fear of cold calling? Here are a few simple steps.

Step 1 — You have to believe in what you're offering

You have to believe in the product or service you are offering. You have to know you are selling something of value — something that will assist the person or organization you are calling.

If you are not sure of the benefits you are offering your prospect, you need to sit down and think about it. Ask yourself, "How will this person or their organization be better off if they buy what I am selling?" How will they sell more, operate better, be happier — whatever the benefits are they will enjoy. This is vital! Do not bother going on to the next steps until you have this really clear in your mind. You will be wasting your time. You have to be absolutely convinced, deep down, of the value of your product or service.



Now if you are stumped on this one, get some help. Ask some colleagues or friends for their thoughts on the value you are offering. If you do all this and conclude there really is not much value in what you are offering ... move on! You will never be a success at selling something you don't believe in.

And life is too short to spend your time doing it. It's similar to skydiving. If you do not believe in yourself and your equipment, you have no business being in the plane. You owe it to yourself, and your prospects, to only sell something in which you truly believe.

Step 2 — See it from the buyer's viewpoint

When I was getting certified to take people for their first skydive, I was required to put on the student harness and ride on the front of an experienced instructor — just like my students do now. This was required because it is critical that I understand my student's viewpoint. Experiencing a jump from the student's perspective has definitely made me a better instructor. It is the same for cold calling. You have to put yourself in the buyer's shoes. In your mind, trade places with your prospect. Ask yourself, "What would make me say yes?" And also ask yourself, "What would make me say no?" You have to appreciate the buyer's perspective to effectively sell to them.

It may help to ask people you have already sold to why they said "yes." What made the difference to them? You'll gain valuable insights that will help you



When you are cold calling, you will experience rejection. It is unavoidable. Here is the important thing to keep in mind: It is not about you! Your prospect is not rejecting you.

better understand your prospect's perspective — and make you more effective.

Step 3 - Separate yourself from the inevitable rejection

When you are cold calling, you will experience rejection. It is unavoidable. Here is the important thing to keep in mind: It is not about you! Your prospect is not rejecting you. They are rejecting the product or service you are offering. They may just not need it right now. Or they may be so overwhelmed with challenges, they just cannot focus on what you are offering and have to say. They are not rejecting you! They do not even know you. Rejection is a part of life. So is occasional sub-par performance. I have walked away from many skydives very disappointed with my performance. But you have to shake it off and keep going. If I allowed my disappointment to get to me, I would eventually stop jumping. And that would deprive me of something I truly love.

It is similar with cold calling. If you allow the rejection to get to you, it will profoundly impact your effectiveness. When you get the “no’s,” the terse responses, or even the hang ups, you have to be able to say to yourself, “Oh well, their loss. I’m sorry they’re not able to take advantage of the wonderful product or service I am offering right now. But I am going to keep calling to find people who can” — and mean it.

Step 4 - Accept the fear — then move through it

No one likes being rejected or hearing “no.” That is normal and okay. It is easy to allow the desire to succeed lapse into a desire not to fail, which can then lapse into fear. Don’t worry. Being fearful of rejection or failure is common and appropriate. What is important is that you not play games with yourself. If the fear is there, don’t try to fool yourself into thinking otherwise. Don’t deny it. Until you accept the presence of the fear, it is in charge. When you accept its

presence and the fact that it is likely effecting you, you take a great deal of the power away from the fear.

I have had to learn this lesson thoroughly in order to succeed as a professional exhibition skydiver. If I had not learned to acknowledge and accept my fears, there is no way I could have successfully jumped into small landing areas in the middle of large cities or into sporting events with audiences of over 100,000.

So, accept that the fear is there and you are experiencing it. Not doing so will hold you back.



Step 5 - Keep dialing

You build momentum with each call. When you stop dialing, you lose it. Set things up so you have plenty of prospects to call before you get started. Do your research in advance. When it comes time to call, do it with a vengeance! The sooner you make the next call, regardless of whether it is a sale or not, the better. You build momentum. One sale will lead to another. If the last call was not a success, it is even more important to pick up the phone right away. The longer you wait, the more likely it is to get to you. Get started. Cold calling will always be challenging. But you can make it more pleasant and be more successful at it by following these steps. Now get started. The sooner the better!

It’s time to leave the plane!

(Editor’s note: Jim McCormick is a professional skydiver and motivational speaker. As a skydiver he regularly deals with performance threatening fear. As a speaker he regularly encounters the challenge of cold calling. In both roles, he draws on his experiences as a World Record and North Pole skydiver to prevail. More information on Jim and his presentations is available at www.takerisks.com or (650) 726-2900.)



"Veteranos: A Legacy of Valor"

A musical drama depicting the lives of four Medal of Honor recipients

By Nelia Schrum, San Antonio Recruiting Battalion

Latino heroes along with four living Medal of Honor recipients were honored June 28-29 with performances of "*Veteranos: A Legacy of Valor*".

Retired San Antonio Warrant Officer Louis Rocco joined three other Medal of Honor recipients — Robert O'Malley, Hiroshi Miyamura, and Gerry Murphy for the San Antonio debut of the musical.

Rocco, who was instrumental in bringing the production to San Antonio, thanked the audience for honoring the military. "If it weren't for the brave men and women, we wouldn't be here today," he said.

Prior to the start of the musical, MG Alfred Valenzuela, commander U.S. Army South, formally awarded a Purple Heart to a veteran wounded in the Republic of Vietnam in 1968. Jose Mata received a standing ovation along with the medal that should have come 24 years ago.

"Unbelievably, (Jose Mata) leaves the service with a Combat Infantry Badge and Bronze Star and other awards for campaign service," Valenzuela said. "And yet, having been wounded, we the United States Army failed and did not present him the Purple Heart."

With 1.6 million veterans in Texas, executive producer Danny Haro said San Antonio was selected for the first performance of "*Veteranos*" outside of Los Angeles because of the strong veteran and military support. In addition to the four Medal of Honor recipients at the performance, Haro said two other living World War II Medal of Honor recipients from San Antonio, Lucian Adams, and Jose Lopez "are with us in spirit."

The two-act production consists of four dramatic vignettes recounting the personal lives and military battles of four Medal of Honor recipients, three of them from Texas. The musical chronicles the lives of World War I hero David Barkeley Cantu; Marcario Garcia from World War II; Korean War Marine, Eugene Obregon; and Vietnam era hero MSG Roy Benavidez.

The play's narrator, a Colombian warrior, serves as the voice of history. The warrior traces the proud contributions of these four Medal of Honor recipients and pays final tribute to the 39 Latino men awarded the country's highest level of distinction for bravery in a final scene as the names roll across a large screen.

Officially, the Department of Defense records David Barkeley as a Medal of Honor recipient. "*Veteranos*" tells the story of David Barkeley Cantu, pointing out Barkeley dropped his mother's maiden name, Cantu, to prevent his Hispanic roots from detection.

Just prior to leaving for the military, he tells his mother to remember her promise—"don't use my Mexican name." The Laredo born Barkeley, who grew up in San Antonio, said "all my life, I felt like I had to prove that I matter, like everyone else."

And prove it he did. Serving in France, he found himself swimming in the icy November waters of the Meuse River to obtain information for a detailed map of enemy gunnery



The cast sings "Thank God for the Veterans."



Medal of Honor recipient retired Warrant Officer Richard Louis Rocco chats with San Antonio Main Street recruiter, SSG Heather Jackson, at the “Veteranos” production.

positions. Crawling behind enemy lines, he and another soldier obtained the necessary information. Barkeley entered the river to return to his unit but fell victim to the icy waters and drowned. His detailed information is credited with silencing German guns. The 20-year old Barkeley’s body lay in state at the Alamo before he was buried at the San Antonio National Cemetery. In 1989, DoD recognized David Barkeley as the first Latino to receive the Congressional Medal of Honor.

Marcario Garcia, who entered the military from Sugar Land, Texas, is credited in November 1944 with single handedly wiping out two German machine gun positions. Despite being awarded the highest award for conspicuous gallantry, Garcia was arrested after WW II for an altercation in a Sugar Land diner that began after the waitress and owner refused to serve him suggesting “his kind should eat elsewhere.”

Found not guilty by a Fort Bend County jury, Garcia obtained his U.S. citizenship in 1947, going on to work as a Veterans Administration counselor until tragically losing his life at 52 in a car accident.

“Forgotten War” hero, PFC Eugene Arnold Obregon received the Medal of Honor for saving a fellow Marine during the Korean War. Just 20 at the time, Obregon rushed to rescue another Marine injured by enemy fire. Firing his pistol, he rescued his comrade dragging him to side of the road, where he began bandaging his wounds. When hostile fire ensued, Obregon shielded the injured Marine with his own body and began firing back at the enemy until machine gun fire fatally wounded him. Obregon’s courage allowed the wounded Marine to be rescued.

The most dramatic and poignant scene of the musical depicts Texas hero, MSG Roy Benavidez, as he struggles to recover from injuries sustained in a 1965 land mine explosion in Vietnam. Told he would never walk again, Benavidez, astounds his medical team at Brooke Army Medical Center when he’s finally able to walk out of Beach Pavilion

returning to the 82nd Airborne Division on jump status despite excruciating back pain.

Returning to South Vietnam in 1968, Benavidez, who was referred to by his call sign — Tango Mike. Mike for “That Mean Mexican” is credited with saving eight soldiers under intense enemy fire. Benavidez was severely injured during the operation but despite his wounds managed to take out the enemy with hand-to-hand combat and evacuate wounded team members.

It took more than a dozen years for his Distinguished Service Cross to be upgraded in 1981 to a Medal of Honor presented by President Ronald Reagan. Benavidez, who was orphaned at three when his folks died from tuberculosis, left high school at 16 to join the Army. Testifying for Congress on keeping Social Security benefits for veterans, Benavidez said “there would never be enough paper to print the money or enough gold in the vaults at Fort Knox that

you could give me to keep me from serving my country, or helping my fellow comrades — my brothers-in-arms. For I live for duty, honor and country.”

A Green Beret, Benavidez, died in November 1998 and is buried at Fort Sam Houston National Cemetery.

The traveling theatrical production is part of a four-city tour. Slides with actual DOD footage compliment the stories. A live band performing corridos, do-wop, and classical numbers accompanies the cast of actors, singers, and dancers. The show’s impact is powerful and enlightening. A 1500-square foot living-history military exhibit consisting of photos, personal artifacts and memorabilia from all 39 Hispanic Congressional Medal of Honor recipients is also displayed.

The show produced by Four Brown Hats entertainment moves to Houston and then will play Washington, D.C., with the president expected to attend. The production is funded by the Military Order of the Purple Heart Association and U.S. Army Recruiting Command, as well as corporate sponsors.



Medal of Honor recipient, retired Warrant Officer Richard Louis Rocco, visits with CPT Danny Castillo, a retired Green Beret, who put together the traveling Veteranos exhibit featuring Medal of Honor memorabilia.

Army announces 2003 U.S. Army All-American Bowl

By Tom Tiernan, Chief, Event Marketing and Promotions, Army Accessions Command

Bigger and better, that's the only way to describe the 2003 version of the U.S. Army All-American Bowl, according to COL Thomas E. Nickerson, Director of the Army Accessions Command Strategic Outreach Directorate.

The bowl, featuring 78 of the nation's top high school senior football players in an East-West showdown, will be played Jan. 5, 2003, in San Antonio's Alamodome. ESPN will carry the game live beginning at 6 p.m. CST.

Nickerson called the move to the Alamodome and ESPN's plan to carry the game live during prime time major steps toward establishing the game as the nation's premier high school football event. But the improvements to the game don't stop there.

Adding to the excitement of Army All-American weekend will be a national cheerleading competition and a regional band competition. According to Richard McGuinness, President of SportsLink, Inc., more than 250 teams of cheerleaders are expected to compete at San Antonio's Freeman Coliseum while 8-12 bands from Texas, Oklahoma, and Louisiana are expected to battle it out at the Alamodome.

Nickerson pointed out that recruiters across the country will be a part of the excitement and festivities surrounding the Army All-American Bowl. "This year recruiters will be involved in delivering nominations to the 400 top players and participate in the selection tour when we announce the names of those who will play in the game."

Player nominations will be delivered September 3-7. "This gives the local media time to refer to the player as U.S. Army All-American nominee," explained McGuinness. "We'll begin



Alamodome Director, Mike Abington; San Antonio Councilman, David Carpenter; U.S. Army All-American Bowl Host Committee Chairperson, Janice Ricks; SportsLink president, Richard McGuinness; and COL Thomas Nickerson, U.S. Army Accessions Command, join hands to sponsor the 2003 U.S. Army All-American Bowl. (Photo by Nelia Schrum, San Antonio Recruiting Battalion)

announcing the selections Oct. 1 and continue until Dec. 13. Recruiters will be asked to present the player with his official invitation and game jersey."

The announcement ceremonies are expected to generate positive media coverage for the local recruiter as well as helping develop coaches as centers of influence for the Army.

Another addition to the 2003 game will include inviting the player's coach to attend the game. "This will further help develop strong relationships between the local recruiter and the coach," explained Nickerson.

Other game week activities include:

A barbeque with coaches Herman Boone and Bill Yoast who were immortalized in Disney's "Remember the Titans."

The U.S. Army Welcome Dinner with Heisman Trophy winner and retired BG Pete Dawkins as guest speaker. The dinner will be followed by a special performance of the Military District of Washington's Twilight Tattoo.

The U.S. Army All-American National Awards Dinner sponsored by the Rotary Club of Downtown San Antonio where the Hall Award, high school equivalent of the Heisman Award, will be presented. The Hall Trophy is named after Ken "Sugarland Express" Hall, the nation's all-time leading rusher.

Game day will feature a moving pre-game program featuring the soldiers of the 3d Infantry (Old Guard) and a celebrity to perform the national anthem. The half-time show will rival any college bowl with bands, cheerleaders, and a celebrity entertaining the Alamodome crowd.

The 2002 games was played Jan. 5 at Alamo Stadium before 17,000 fans and a live TV audience.

"We are looking to make the 2003 game even bigger and better than 2002," said Nickerson. "With the addition of the U.S. Army All-American Cheer Bowl and the U.S. Army Band Bowl, this year's game week will look like a major college bowl game. The U.S. Army is proud to be associated with these fine young men and looking forward to seeing their performance in January."

The Way I See It

Vision implies change. Change is upon us. We are better off to participate in change and to help shape it than to be dragged along by change. You can help shape the future and make it better. You know your job better than anyone. What are your ideas for improving operations? Share them on the space below and mail this according to the instructions on the back of this form, postage free.

Please be as detailed as possible when citing examples for improvement. Recruiters, support staff, and family members are encouraged to use this space to voice ideas and concerns. If you desire a direct response to your comments or suggestions, please include your name and address. Names are *not* required.

Dear Chief of Staff:

Teamwork: Working together as a team, we can accomplish more than working as individuals. Share your vision for the future of the U.S. Army Recruiting Com-

mand. All forms are mailed to and received directly by the USAREC Chief of Staff, Fort Knox, Ky.

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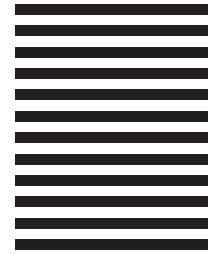


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Get a handle on RZSs



By MAJ Danny Bowen, Recruiting Operations Directorate

A recruiter's market in the terms of ARISS consists of three critical components: records, ZIP codes, and schools (RZS). Recruiters are assigned ZIP codes and schools in order to receive LEADS from the Top of the System (TOS).

Within ARISS the Force Structure Address and ZIP code Realignment (FAZR) system is responsible for assigning ZIP codes to RSIDs per the recruiting market analysis. Station commanders in turn further reassign those ZIP codes to recruiters using the distribution parameters function within the ARISS recruiter workstation. Schools are also identified in FAZR and the station commander assigns schools in the same manner. If the station commander has successfully completed the distribution process, any records and LEADS that were previously unassigned to the station can be reassigned to any recruiter or to any recruiting station. USAREC Pamphlet 601-32, Recruiter and Station Commander ARISS User's Manual, Chapter 21, covers this task.

It is important to note that station commanders cannot reassign Army Reserve ZIP codes to RA recruiters and vice versa. Station commanders can, however, reassign RA ZIP codes and schools to another RA recruiter.

For many, how ARISS shows an RZS as unassigned and what this term means is not fully understood. Probably the single most misunderstood issue about what is an unassigned RZS is what makes it unassigned. ARISS TOS keeps track of a crucial task that must be performed by every station commander. That task is the proper setting of distribution parameters to allow the flow of RZS information down to the recruiter. The ARISS TOS shows a RZS as being assigned if the station commander has enabled or set the distribution parameters so that RZS information can flow down to the recruiter.

At station level if distribution parameters aren't enabled, then all RZS information becomes unassigned. If you're not sure how to enable distribution parameters then read USAREC

Pamphlet 601-32, Recruiter and Station Commander ARISS User's Manual, Chapter 25. This manual is now available in hard copy. A digital version is on the USAREC Intranet at the Recruiting Central Web site, <http://apps.usarec.army.mil/im/ariss/ariss/ariss/manual/default.asp>).

The key point is that information must go down to the recruiter. If it is not assigned to the recruiter using the distribution parameters, then ARISS will show the information as unassigned. A common and often misunderstood problem is that many people think that if they correctly assign ZIP codes and/or schools, then records are automatically reassigned also. That's not true. You must manually reassign all three components to ensure that all RZSs are correctly reassigned.

An example of how RZSs can become unassigned is when a recruiter moves from one station to another or departs the unit. If the S1 departs the recruiter from the losing station before the station commander can properly reassign all of the RZS information, then that information becomes unassigned.

One way to correct this problem is for the station commander to immediately reassign all RZS information to another recruiter to work. Additionally, if the departed recruiter was AGR, the station commander must notify CLT to ensure the ZIP codes that were assigned to the AGR recruiter are removed from the station's market. The CLT must coordinate with brigade marketing to ensure that the ZIP codes are removed from the station's and the company's market.

It's critical that the recruiter is properly documented within ARISS so that record, ZIP code, and school information will be available to them. There are many players involved in the process of ensuring that this occurs properly. The S1, IMO, company leadership teams, and station commander all have a role to ensure that when a recruiter is assigned to the station that he/she is properly documented and accounted for in ARISS.

Unassigned information means lost opportunities for the recruiter. Everyone is here to assist you in understanding ARISS and becoming successful. No question should go unanswered especially about ARISS. ARISS is your basic weapon in mission success, learn it, use it, be successful with it.

EVERY GENERATION HAS ITS HEROES AND THIS ONE IS NO DIFFERENT

On Sept. 11, 2001, the very foundation of our Nation was rocked with the cowardly terrorist attacks perpetrated on the World Trade Center in New York and on the Pentagon in Washington, D.C.

By Laurri Garcia, Houston Battalion

While most of us sat helplessly watching the horror unfold on television, an Army Ranger spoke with his wife on the phone from his Pentagon office, assuring her everything was fine and that he would see her soon. He said his good-byes and hung up the phone. Just then he was thrown forward with a violent jolt. He immediately ran out of a gaping hole in the building but something inside him clicked, he turned around, ran back into the burning building, and began searching for survivors.

This act of heroism was not exuded from a nameless, faceless entity we just read about; this heroism was demonstrated by SSG Christopher Braman, an Army Ranger, purchasing agent, and cook for the Army Chief of Staff.

Braman said, "I am a Ranger trained in search and rescue, and we never leave a fallen comrade. Those people in that building are my family, and I just had to go back in." Well, not only did he go back, but he ended up serving as the NCOIC for the Pentagon Recovery Team and playing a major role in the search and recovery efforts, bringing 63 people out of the Pentagon.

The only survivor of the 63 was Sheila Moody, a civilian finance clerk for the Department of the Army. She was the only one of a staff of 40 to survive. Moody called Braman her

guardian angel. She was trapped and unable to speak because of the smoke and lack of oxygen, so Moody clasped her hands and prayed God would send an angel to save her. Braman also prayed each time he returned into the building that he would find someone alive.

After four days working round-the-clock, Braman was ordered to leave and get medical attention. He suffered burns on his face and later discovered he had severe damage to his lungs.

Braman had a form of chemical pneumonia caused by all the hot toxins he inhaled in his days of searching through the rubble at the Pentagon. Because of the damage to his lungs, Braman now suffers from a rare form of Restrictive Airway Disease, but he casually brushes this off as a minor obstacle compared to what others have gone through. "At least I am with my family and am able to go home everyday."

Braman was also one of four recovery workers who discovered an unscathed Marine flag in a Pentagon office where everything else was destroyed. He and the other workers retrieved the flag and carried it across the lawn and presented it to the Commandant of the Marine Corps in a moment now replayed on CNN and other news programs when they show footage of events surrounding Sept. 11. "I was really proud to present this to him, this was a moment of defiance, that flag survived, it was a symbol of hope to all of us. We had seen so much death and destruction — that was



really a proud moment for me,” Braman explained.

On Oct. 23, 2001, Braman was awarded the Purple Heart and the Soldier’s Medal by Army Vice Chief of Staff, GEN John Keane, and Secretary of the Army, Thomas White. This is the highest peacetime medal a soldier can receive.

In December 2001, Braman also carried the Olympic torch through the halls of the Pentagon in a ceremony commemorating those who lost their lives.

In April 2002, Braman was in the Houston area visiting his family in Alvin, Texas, and asked Houston battalion what he could do to help the Army recruiting effort. He worked with SSG Joe Diaz from Alvin Recruiting Station and spoke to two assemblies at Alvin High School. The students and faculty were overwhelmed by his story. Many kids approached Braman and said, “I want to do what you do.”

Braman also appeared on the local news morning show and the morning radio program. He talked about his experiences and told listeners how proud he was to be a soldier and that it was his training as a soldier and faith in God that kept him going that dreaded day.

Braman was also honored April 30, at the Astros’ baseball game. He threw out the first pitch as the announcer told his story. The crowd came to their feet in a rousing ovation for the Army hero.

When people spoke of his heroism, he spoke of his Army training and never leaving a fallen comrade, running back into that burning building was the natural thing to do. He said he felt like he was just doing his job — what he was trained to do.

A Ranger soldier one day, an American hero the next because of one defining moment in U.S. history.

“For God and Country” really has meaning to him. He truly lives it.



Understanding TRICARE

By Pearl Ingram, Editor, Recruiter Journal

It can be frustrating and complicated. It may even give you a brain cramp. However, that's only if you don't know who to contact for assistance.

As an example of TRICARE's complexity, Beckley Recruiting Battalion is located in four TRICARE regions.

"You have to get with Janice Synder-Evans at Beckley Headquarters, the SFA, and tell her which company and station you are going to, and she'll tell you which region that's in," said Martin Skulas, Chief, Soldier and Family Support Branch, U.S. Army Recruiting Command. "The USAREC boundaries don't align with the TRICARE boundaries."

Since TRICARE is a DOD health care program, it provides health care benefits for the Army, Navy, Marines, Air Force, and Coast Guard, in addition to other government agency personnel and the military retiree population. In addition, more than 47,000 active duty service members are located in remote areas and now use Prime Remote.

"The absolute first step in USAREC is linking up with your SFA," said Skulas. "We send them to school, so they're up to snuff with all the changes."

A soldier's most frequent complaint under CHAMPUS was slow payment of bills. "That's on track now," said Skulas, although Skulas admits that availability of speciality care still needs work.

"If you have a participating dentist and you need a pediatrician, it doesn't match," said Skulas. "You might have somebody who is in TRICARE but in the wrong specialty."

USAREC has used the Web based annual TRICARE survey to identify locations with participating physician shortage problems. The analysis of the survey is forwarded, after being signed by the USAREC commanding general, to The Surgeon General of the Army, the Army's primary advocate for health care.

"If you're not part of the solution, then you could be part of the problem," said Skulas. Completing the survey is highly

important to soldiers and family members because it is a means of letting Army leadership know how TRICARE is working in their local area.

TRICARE contract recruiters are doing more physician recruiting in designated areas, and at the same time, The Surgeon General's office has requested additional physician recruiters for difficult areas. The Surgeon General stated at USAREC's Annual Leaders Conference in January that he is committed to ensuring recruiters are able to obtain quality health care for themselves and their families.

The system is much better today than when recruiters had to telephone the battalion headquarters and ask for a control number in order to go on sick call, according to Skulas. After

seeing the doctor, the soldier would bring the doctor's bill back to the battalion headquarters where it would be forwarded to the nearest military treatment facility for processing. The paperwork process could continue for months without the physician receiving payment, which could lead to a collection agency letter to the soldier. Now, the TRICARE contractors do the billing and physicians are being paid on time.

The use of TRICARE Prime Remote for active duty went into effect in October 1999. This month, TRICARE Prime Remote for Active Duty Family Members becomes effective. TPRADFM replaces the interim "waived charges" benefit, which waived cost shares, co-

payments, and deductibles for family members who reside with their sponsors in remote locations.

"It's great because there is no cost share and no deductible and no paperwork to be filed. The doctor's office does it all," said Skulas.

Another frustration to soldiers and families can be the portability of TRICARE. Many soldiers don't understand that they must disenroll from one contractor and reenroll with another contractor when relocating. This is necessary because regions have different contractors.

"Until we have one contractor across all the states, a soldier must reenroll with TRICARE in each region. If you move within the region, no problem. If you don't do that, then your bill bounces," said Skulas.

An additional problem arises when soldiers disenroll at the



Jan Steiner, standing, talks with families and soldiers at Brainerd, Minn., recruiting station. Attending from the left are SGT Danny Smith, Yasmin Adamek, SGT Dennis Oster, SSG Shawn Adamek, Julia Adamek, and SFC Gary Robinson. (Photo by SFC Keith A. Steiner)

— what you need to know



old duty station before enrolling at the new location. “They should disenroll at the new duty station and reenroll at the same time,” said Edwina Drake, USAREC Soldier and Family Support office.

In Minneapolis Battalion, Brenda Van Brocklen, SFA, disenrolls and reenrolls newly arriving soldiers. The forms are filled out at the battalion and forwarded to the nearest TRICARE Service Center.

“As a general rule of thumb, there is no problem,” said Van Brocklen. In fact, Van Brocklen said that overall, TRICARE service in her area is going pretty well. “The biggest complaint is timeliness of payment and that’s not a frequent complaint,” said Van Brocklen. “The problem is usually a wrong social security number or incorrect coding, which is a simple fix.”

“It’s a night and day program compared to what it used to be,” she said.

According to Drake, soldiers shoulder a certain responsibility to learn about TRICARE. “It is the perception, at least we have found, that soldiers feel they are in the Army and therefore the Army takes care of them, but they have a responsibility to ensure they are enrolled in the proper region. If they get a bill, they should let their SFA know so that it can be resolved before they get the notice from the collection agency. That is a problem we have had — that they wait too long before requesting assistance because they assume they will be taken care of.”

To qualify for TRICARE Prime Remote, soldiers and family members must live and work 50 miles away from a military treatment facility.

“The cool thing about TRICARE Prime Remote,” said Skulas, “if you go to the Web site, it will tell you whether you are qualified for it by checking your ZIP Code.”

Jan Steiner, whose husband, SFC Keith A. Steiner, is station commander in Brainerd, Minn., says she has not had any problem finding health care providers.

“I’ve been in recruiting for a long time,” she said. According to Steiner, there was an adjustment period when the program first switched over. Now she says, “We go to the clinic, and it is covered.”

Steiner admits it takes a little longer when finding specialized care. “You just call these people and they tell you what to do,” she said about the 1-800 Prime Remote telephone number.

“Every improvement made in TRICARE helps us in having healthy recruiters and healthy family members,” said Skulas.

Things you should know about TRICARE:

DEERS must be kept up to date. Update when there is a change in marital status, birth of a child, adoption, or if your address changes. Otherwise, when information is sent out by the TRICARE lead agent, it could go to the wrong address.

In case of emergency, you can get treatment at any hospital but afterward you must notify your primary care manager.

The primary care manager refers you for specialty care. Don’t take it on your own to make a specialty care appointment.

When a new soldier processes into recruiting, the battalion SFA gives instructions on using Prime Remote. Family members and soldiers should read those instructions carefully.

Useful Web sites:

TRICARE Web site:
<http://www.tricare.osd.mil>

TRICARE Prime Remote Web site:
<http://www.tricare.osd.mil/remote>

USAREC Soldier and Family Assistance Web site:
<http://www.usarec.army.mil/hq/HRD/SFA/index.htm>

LifeWorks Web site: (Get a password from the battalion SFA)
<http://www.lifeworks.com>

Spouse information Web site:
<http://www.usarec.army.mil/msis>

Toll free telephone numbers:
USAREC Soldier and Family Assistance System —
All battalion SFAs can be reached at:
1-800-790-0963

Customer Service Assistance for TRICARE Prime Remote for active duty and their family members:
1-888-363-2273

DEERS Support Office for updating DEERS information:
1-800-538-9552

Stress management

By LTC William F. Adams, Director, Center for Enhanced Performance, United States Military Academy

The Center for Enhanced Performance (CEP) at the U.S. Military Academy at West Point has the mission of developing the full potential of the U.S. Corps of Cadets through comprehensive performance psychology and academic skills training. One of our METL tasks is to support other Army agencies as time and resources permit. Over the past four years, personnel from the CEP have conducted 27 separate missions to support USAREC units, including briefings to two pre-command courses, seminars for recruiting battalions' annual training conferences, and individual training with world-class shooters from the Army Marksmanship Unit.

The CEP offers a series of mental skills classes in five key areas: confidence building, goal setting, stress management, attention control, and visualization. This helps our clients set the conditions to achieve peak performances in athletics, academics, and military development. The CEP also facilitates team-building exercises to help develop winning teams. The techniques and skills we teach in the CEP come from the field of applied sports psychology. The CEP, in fact, originated as a resource for intercollegiate sports teams at West Point. However, its mission has expanded, and we now offer these mental skills training to any cadet who wishes it in order to realize his or her own potential.

This mental skills training is the same that athletes in the Army's World Class Athlete Program (WCAP) receive. Some of the more notable recent successes of WCAP athletes include SPC Jill Bakken, Gold medal winner in the women's bobsled during the 2002 Winter Olympics and SPC



Olympic Bronze medallist SPC Doug Sharp (center) poses with West Point cadets. (Photo by W. Adams)

Doug Sharp and SPC Mike Kohn, two members of the Bronze medal 4-man bobsled team. However, this training is applicable to any endeavor of human performance and is transferable to any endeavor of human performance, helping the performer to maximize his or her potential.

How does this apply to USAREC? The recruiter is just as much a performer as the world-class athletes, striving to make face-to-face contact with as many eligible young people as possible, developing leads into sales, and developing effective community relations in order to set the stage for success.

The recruiter has to be confident and have a mindset

for success, have powerful, motivating goals and be able to deal with the stresses of long hours, repeated rejection and have the ability to stay focused over long periods of autonomous work. The premise of the CEP's training is that these are thinking skills that can be learned. Anyone who is motivated to do so can develop the mental

TOTALLY EFFECTIVE RECRUITER



for Army recruiters

edge necessary for success, no matter what circumstances they find themselves. We teach our clients to deliberately develop confidence and set powerful, motivating goals. Our clients also learn techniques to manage the effects of stressors in their life and to make time for personal daily recovery. Lastly, imagery and visualization of successful outcomes are an important part of developing a powerful personal perspective on success. This personal development all happens within the context of a strong, supporting team.

The CEP has packaged a condensed, portable version of our training in order to support USAREC's annual training conferences and pre-command courses. Most recently, in December 2001, we presented a series of training sessions on stress management to the members of the Northeast AMEDD Recruiting Battalion during their Annual Training Conference in Atlantic City, Md. In April 2002, we presented a seminar on team building to 26 battalion and brigade commanders at the Pre-Command Course at the U.S. Army Recruiting and Retention School, Fort Jackson, S.C.

The most frequently requested training topic for recruiting battalions is stress management. This is the first of a series of three articles on stress management for Army recruiters. Stress is a very real consideration for recruiters and command teams. Some stress is good, even necessary in order to accomplish anything. However, stress can be debilitating if not managed properly. Stress is the non-specific response of the body and mind to any demand placed upon it, a response that mobilizes and activates energy (Dr. Hans Selye). Recruiters generally experience stress in the following ways:

Stressor	Types	Effects
Long hours	Physical	General fatigue
Driving and sitting		Lower back, neck pain
Meeting w/prospects	Mental	Draining/taxing
Paperwork/admin		Eye strain
Making mission	Emotional	Anxiety
Lack of family time		Frustration

These effects can have a profound negative effect on performance and productivity. So, why do some recruiters thrive and others succumb to the pressure? The

answer lies in how each person reacts to the stressors in their lives. Fortunately, dealing with stress is a skill that can be learned. At the CEP we teach five rules for dealing with stress:

1. Work within the "gravity forces" of the job
2. Focus on what is within your control
3. Learn to reinterpret the stressors in your life
4. Use your stress through a good personal exercise program
5. Lose your stress by balancing high performance with adequate recovery

Let's take a look at Rule #1 and how you can apply this in your everyday life:

Rule 1: Work within the "gravity forces" of the job.

Gravity forces are those things in your life over which you have no control. We experience gravity every day, a force which places pressure on our bodies equal to our body weight from the moment we step foot out of bed in the morning. Yet, most people do not complain about this force; it is ever present and there is nothing you can do to change it, so there is little use in wasting the time and energy to complain about it.

There are many forces within a recruiter's life over which he or she has no control. These might include a high cost of living, long hours, and lengthy waits at the MEPS. The individual recruiter may have no more control over these factors than over the force of gravity. So, if there is nothing the recruiter can do to change these, why waste time and energy worrying about them? The recruiter should view him- or herself as a high performer who must conserve energy and focus on the really important aspects of his or her performance.

Worrying about these "gravity forces" is counterproductive as it takes away from a finite store of time and energy. The recruiter who has to perform does not have the luxury of wasting time and energy complaining about these things.

What we encourage recruiters to do is to calmly accept those things in their lives over which they have no control. Do not bother to compare your situation with that of recruiters in another area who ostensibly have it better than you. It does you no good, so forget about it!

In future articles, we will look at Rules 2 and 3: The mental skills to effectively deal with stress.

Ease on down the road

The Wasik family takes it all in stride as they walk and stroll throughout the Morgantown area.

by Janet Heyl, Pittsburgh Battalion

SSG William Wasik, Morgantown Recruiting Station, Morgantown, WV, practices what he preaches. Wasik and his wife, Judith, are veteran walkers in local 5K races.

And they compete with their children in tow.

The Wasiks are easy to spot amid a sea of tennis shoes and event T-shirts. The double-wide stroller seating four-year-old twins Zachary and Tiernan is a dead giveaway.

Wasik ran in 5K races until injury forced the switch to walking in both races and in his Army PT test.

“When I was over in Korea, I was doing field exercises and my shoulder popped out of the socket,” he recalled. “Over the years, running caused my shoulder more and more pain.”

After the twins arrived in 1998, the Wasiks competed in their first 5K walk and stroll.

“My wife has always enjoyed supporting the local running events, and I found it a great way to spend quality time with my family,” Wasik added. “When the two of us (adults) go to an event, I push the kids.”

Wasik said that 5K walkers usually start behind the running participants to avoid any collisions.

“Usually, we see four or five other people with strollers, but no one else has a double stroller,” he said proudly.

Last year, Wasik and family competed in seven events — all fund-raisers.

“I do it for the fun of it — plus the free T-shirts,” he quipped.

The swift soldier has even won a few prizes along the way.

“Walkers get the same prizes as the runners. When the local high school boys’ track team did a Thanksgiving fundraiser, I won a free turkey by placing second for male walkers,” he said.

Wasik usually finishes first or second in his age group (30-39 years old) and second or third in the overall male walking category.

Just like most runners, Wasik paces himself during races.

“I walk as fast as I can at all times, but downhill, I put the brakes on the stroller so it doesn’t go away from me,” he explained. “It (the stroller) has a wrist strap, and I wear it in case the handle slips, I’m still attached.”

While Wasik might not face the shin splints that can plague his running counterparts, he has his own race day dilemma — stroller spillage.

“I have to stop because they’ve dropped something-stuffed animals, toys or juice cups,” he said smiling. “We lost sunglasses one time and it was horrible. They told me about it but it was 100 yards too late ... the sunglasses got run over, and the kids were crying and crying.”



SSG William Wasik, Morgantown Recruiting Station, Morgantown, WV, and four-year old twins, Zachary and Tiernan, walk and stroll in harmony during a local fund-raising run/walk event. (Photo courtesy of IPlayOutside.com)

For Wasik, replacing the sunglasses was a necessity because his kids have become local 5K celebrities.

“Everyone pays attention to them during races,” he explained. “They wave to people and there are more pictures of the kids than of me on Web sites.”

Despite the celebrity status, this will be Wasik’s last year on the walk and stroll circuit.

“The kids weigh 40 pounds each and the stroller is about 12-14 pounds, so basically, I’m pushing 100 pounds,” he said. “In fact, I have an ongoing rivalry with Tim Lilly, managing editor of the Dominion Post. I’ve been mentioned two times in his column because I’ve passed him in 5K walks, and he doesn’t push a stroller.”

Wasik said most people question how he can do so well in races while pushing his twins in a stroller.

“I always wear an Army shirt to those events. I just point to the word Army and say ‘I’m a professional.’”

Wasik, who enlisted in the Army in 1990 as an 88M or truck driver, admitted it’s nice to be known as Morgantown’s recruiter with the stroller.

“It’s a great way to meet people from town, in fact, I’ve even gotten two appointments out of our family outings.”

Los Angeles Battalion (San Fernando Company) Family Support Group Meeting at Reagan Library

Photo by Mark Wonders, Los Angeles Battalion

Left to right: SSG Truman Stine, SSG Juan A. Olivarez, and SGT Chris Guzaldo tour the replica of the White House Oval Office during their visit to the Ronald Reagan Library July 19. The recruiters from San Fernando Company, Los Angeles Battalion, were attending their company's quarterly Family Support Group meeting.



Army essay contest

Story and photo by Bill Pearce, Seattle Recruiting Battalion

In order for recruiters to achieve mission success, it is vital to reach the target audience. In 1992 the Seattle Recruiting Battalion Advertising and Public Affairs Office contacted the Seattle Chapter of the Association of the U.S. Army (AUSA) with a plan to reach high schools with a message: "Stay In School/Stay Off Drugs."

The core of the plan was to offer high school students an opportunity to write an essay on the topic and have the essays sent to the Seattle Battalion where they would be judged by a panel. Every student who participated would receive a Certificate of Participation and the top essay writer would receive a \$500 Savings Bond.

Retired MG Clyde Cherberg, President of the Seattle AUSA Chapter, submitted the idea to provide the financing for the bond to the chapter board. After a unanimous vote of approval, the AUSA entered into a partnership with the Seattle Recruiting Battalion that has continued for the past 10 years. During this time, \$5,000 has been awarded to the winners of the contest.

When the winner of the contest is selected by the panel, the battalion commander, the President of the AUSA Seattle Chapter, and the recruiter responsible for the winner's high school travel to the school and present the awards in person at an awards ceremony in front of the winner's classmates and teachers. The ceremony is photographed and the story published in the battalion newsletter, the high school paper, and often the local town newspaper. The contest and the presentation of the awards in the schools provide AUSA with an excellent method of supporting the front-line field recruiters.

Because of the terrorist attack on Sept. 11, 2001, the topic of the essay was changed for the 2002 contest. The new topic was: "What It Means to Me to Be an American." Response from high schools in Alaska, Oregon, Washington, and Idaho was very strong. The panel, composed of the Seattle battalion

commander; the APA chief and PA specialists; retired MG Clyde Cherberg; and Mr. Kirby Wilbur, morning talk show host on Seattle's KVI radio station, found selection of this year's winner to be the toughest job of all of the contests that have been held. The essays were well written and the sense of pride in our country and faith in America as a nation was conveyed by the students with emotion and skill. After reviewing more than 300 entries, the panel selected Erin Bingham, a senior at Anacortes High School in Anacortes, Wash., as this year's winner.

The essay contest will continue next year and the special and unique partnership between the Seattle Recruiting Battalion, the AUSA, and the students in our high schools will enter another proud and successful year.



Retired MG Clyde Cherberg, President of the Seattle Chapter of the AUSA; and Sergeant Edward Holderbaum, Oak Harbor Recruiting Station, present Erin Bingham an award for submitting the winning essay in the "What It Means to Me to Be an American" essay contest sponsored by the AUSA and the Seattle Recruiting Battalion. Erin, a senior at Anacortes High School in Washington, was selected as the winner from more than 300 essays submitted from high schools in Washington, Oregon, Idaho, and Alaska.

It's back to the basics

Using a unique homemade Army teaching tool, Pittsburgh Recruiting Battalion educator tour veteran Marijane Dillon finds herself going back in time to basic training.

Story and photo by Janet Heyl, Pittsburgh Battalion

When Marijane Dillon, Strong Vincent High School, Erie, PA, guidance counselor, talks to students contemplating an Army enlistment, she personally takes them on a quick tour of basic training.

And she does this without ever leaving the hallways of the school's administrative offices.

A veteran of the Pittsburgh Recruiting Battalion's 2000 annual Educator and Center of Influence Tour to Fort Jackson, S.C., Dillon condensed her three-day stay to five minutes in hopes of helping potential applicants.

The tour spans the hallway adjacent to her office.

Using souvenir photographs and captions, Dillon offers students a glimpse of their nine-week stint in basic training — from barracks to graduation.

"I call it my memory wall," she said, smiling and pointing to several laminated pictures and their captions. "I spent one week working at night to get it up there — it was an exciting project for me."

Dillon stressed that it's her best teaching tool for the Army.

"I can look at the pictures and the memories come back," she added. "I can tell them what I saw ... from the victory tower to lunch."

Dillon said the tour was an eye-opening experience for her.

"I didn't have a clue what to tell kids about basic training, just bits and pieces of information I heard the recruiters tell kids" she said. "It (the tour) gave me an understanding of what my kids (who join the Army) have to go through.

Dillon's preconceived notions about Army life turned out to be false.

"I expected to see a lot of sweat and calisthenics. I thought it would be a real grind and certainly not fun," she said.

Dillon found she was pleasantly surprised at what she learned during her stay at Fort Jackson.

Marijane Dillon, Strong Vincent High School, Erie, PA, guidance counselor, stands next to her memory wall located on the hallway of the school's administrative offices. The wall — which took one week to construct — is Dillon's favorite teaching tool for students contemplating a career in the Army.

"Soldiers do get down time and their commanding officer (their drill sergeant) becomes a father figure to them," she said. "Some of the female soldiers didn't want to leave basic training because of the close ties they had formed."

Dillon was also surprised about the financial opportunities available to students.

"I wasn't aware of the money for college," she stated.

"When I came back, I wanted my son to look at this, in order to expose him to the money available to him."

Dillon, whose school usually enlists 10 percent of its population in the armed forces, said her participation in the tour has enabled her to help not only her students, but also the recruiters assigned to the school.

"I like to learn different things for my kids because you never know what kid is going to walk in wanting a career decision," she explained. "I also know now what the recruiters are talking about when they mention things like staggering training. I've helped recruiters by writing summer school letters, anticipating they (the students) will pass."

Since her visit to Fort Jackson, SFC Kenneth Kohl, Erie Recruiting Station, has been a recipient of Dillon's ongoing Army awareness.

"She encourages the teachers to have all their juniors take the ASVAB (Armed Services Vocational Aptitude Battery) and reinforces it (the test) when she counsels her students," Kohl said. "She goes out of her way so I can work with and enlist students and has even set up appointments for me on occasion."



DEP members learn what it takes to be An Army of One

Story and photo by SPC Jorge Gomez, Fort Lee Public Affairs Office

Enlisting in the Army has its own honors and rewards, but it also raises anxiety about the uncertainties of Army life. What are drill sergeants like? Are they as fierce as the movies portray them? What's it like to sleep in the barracks, eat in the dining facility or march in a platoon?

To help ease some of their fears and to reinforce positive attitudes about joining the Army, local recruits in the Richmond Recruiting Company Delayed Entry Program got their first preview of Army life when they visited Fort Lee, VA, the Home of the Quartermasters, June 20-21.

"We wanted these future soldiers to develop an awareness of the Army and how business is conducted," said SFC Cedric Broyles, senior trainer for the Richmond Recruiting Company, Beckley Recruiting Battalion. "They might be scared about military life from what they've seen in the movies, so we want them to develop a bit of confidence. This tour of Fort Lee should inform them of what real Army life is like."

These hopeful youths began their tour with a morning formation held by SSG Lori Brandon, who is a drill sergeant in Company L. After a brief lesson in drill and ceremony, the drill sergeant took charge of the DEP members and marched them to the Quartermaster Museum auditorium. In the auditorium, they received a welcome from CSM Bradley J. Peat, the Quartermaster Center and School command sergeant major.

Peat advised the recruits, "The Army is a fantastic opportunity for those who want to go to college, develop vocational skills, and gain leadership experience. To take advantage of these things, you must come into the Army with a goal set in mind."

Peat explained to the recruits how he began his career in the Army as a private and worked his way up to become the Quartermaster Regimental command sergeant major.

The future soldiers were then given presentations and tours of the Quartermaster and Army Women's museums.

Following this bit of history, the youths enjoyed their first Army meal at the large garrison dining facility. After feasting on steak, baked fish, and ribs, the recruits then explored an advanced individual training barracks.

SFC Felicia Griffin, Company P's senior drill sergeant, guided them through the barracks June 20 and described the AIT soldiers' schedule and daily responsibilities. SFC Steven Cox, a fellow drill sergeant, escorted the group that attended June 21.

Afterward, the recruits marched back to their vans and rode to the Army Center of Excellence, Subsistence. SFC James Henderson, an instructor at ACES, gave the

recruits a taste of what food service specialists are taught. They got an in-depth look at small quantity baking and techniques of cooking. They also had the opportunity to see the buffet prepared by students of the advanced culinary skills training course.

The recruits concluded their day-long tours with a trip to the Aerial Delivery and Field Services Department. On the first day of the two-day DEP function, CW3 Charles Johnston, an ADFSD instructor, briefed the recruits on the mission of the airborne riggers and showed them some of the equipment rigged for aerial delivery. MAJ Pharis Berry, the deputy director of ADFSD, and Marine MSG R. A. Kephas, the noncommissioned officer-in-charge of the Aerial Delivery division, took over on the following day and helped the future soldiers understand what it means to "Be Sure — Always."

Sheketa Garner, a graduate of Petersburg High School, said she especially enjoyed touring ADFSD. Although she signed up to become a unit supply specialist, 92Y, Garner hopes to jump out of an airplane in her Army career soon.

As the day ended with their last formation, the group disbanded and headed back to their recruiters, each with a little more confidence in what lies ahead for them. Although they have taken on a great challenge, knowing what to expect has made the burden a little lighter.

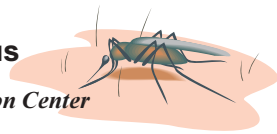
"After the tours were completed the DEPs and recruiters had very positive comments about their visit to Fort Lee," Broyles said. "Some of the young people even mentioned that this trip made them feel like they truly belong in our Army. This was a wonderful opportunity for the young soldiers and recruiters and was so successful we plan on conducting more tours in the future."



SFC Robert Bruce, an instructor at the Aerial Delivery and Field Services Department, prepares recruit Sophia Staton, a Petersburg High School graduate, for a jump simulation.

West Nile Virus

TRADOC Operation Center



West Nile Virus (WNV) is a mosquito-borne virus that is commonly found in Africa, western Asia, the Middle East, and the Mediterranean region of Europe. Prior to an outbreak in the New York City area in August 1999, it had never before been documented in the Western Hemisphere. Cases of WNV human illness typically occur in summer and early fall.

According to the Centers for Disease Control (CDC), as of Aug. 2, 2002, there have been 71 cases of WNV related human illness in the U.S. confirmed to CDC during 2002, including four deaths in Louisiana. From 1999 through 2001, there were 149 cases of WNV human illness in the U.S. reported to CDC and confirmed, including 18 deaths. According to the Office of The Army Surgeon General, there have never been any cases among Army personnel in the U.S.

People become infected by the bite of infectious mosquitoes. Mosquitoes become infected by feeding on infected birds. Infected mosquitoes then transmit the virus to more birds, as well as to humans and to other animals, when biting them. It is not transmitted from person-to-person.

Infected mosquitoes are the primary means of transmission for WNV. There is no evidence to suggest that ticks have played any role in the cases identified in the U.S.

According to the CDC, even in areas where WNV has been documented, fewer than one percent of the mosquitoes are infected. In addition, fewer than one percent of individuals who are actually bitten by an infected mosquito develop severe symptoms. Therefore, the chance of becoming seriously ill from a single mosquito bite is extremely small.

Symptoms of WNV infection generally occur after an incubation period of 3-15 days. Most people who are infected with WNV experience flu-like symptoms, which can include fever, headache, and body aches before fully recovering. In a small number of cases, particularly among the elderly, the disease is much more serious and causes encephalitis. Encephalitis is an inflammation of the

brain that develops when the virus crosses the blood-brain barrier and infects the central nervous system. It is marked by rapid onset of severe headache, high fever, stiff neck, disorientation, muscle weakness, paralysis, coma, and, occasionally, death. The case fatality rate for those with encephalitis ranges from 3 to 15 percent.

Although there is no specific treatment, medication, or cure, the symptoms and complications of the disease can be treated. Most people who get the illness recover from it. In severe cases, which involve encephalitis, hospitalization with intensive supportive therapy is required.

Once a person has been infected with WNV, a natural immunity will probably develop but may wane in later years. A human vaccine is currently not available.

Human WNV infections can be prevented by good mosquito control and the appropriate use of personal protective measures, to include DEET repellent application on exposed skin areas and permethrin repellent on clothing. Mosquito surveillance will help installations determine what immediate control measures to take. Dead bird surveillance is a key component in detecting the movement of WNV in and around installations.

A WNV fact sheet can be found on the following Web site: <http://chppm-www.apgea.army.mil/westnilevirus>. Go to the subheading Just the Facts ... West Nile Virus (09/2001).



No mandatory wait period for service members to become citizens

By SFC Kathleen T. Rhem, American Forces Press Service

All military members who are legal resident aliens can now apply for citizenship without a mandatory wait period.

There is a five-year conditional period from the time individuals get their green cards through the U.S. Immigration and Naturalization Service until they can apply to become naturalized U.S. citizens, INS officials said.

Under previous rules, that mandatory wait time was reduced to three years for military members. After a July 4 executive

order, there is no mandatory wait period for military members.

White House officials said as many as 15,000 service members affected by the waiting period could now be eligible to apply for citizenship under the new rules. DoD statistics put the number of legal resident aliens serving in the military at roughly 31,000.

An INS official explained anyone who has served honorably between Sept. 11 and a date to be determined is eligible under the new rules.

"If someone got out of the military before the change but has served since Sept. 11, that individual is still eligible to apply for naturalization," INS spokesman Chris Bentley said. He explained the naturalization process typically takes eight to 10 months from the time an application packet is submitted until the oath of citizenship is administered.

An application packet must contain several INS forms, all available on the Internet, a set of fingerprints, and other documentation. Information on naturalization is on the Internet at www.ins.gov or available by calling the National Customer Service Center at 1-800-375-5283.

Million users download Army game

*By Denà McClurkin
Army News Service*



From home or elsewhere, the average American can now defend the Alaskan Pipeline, experience basic training and be a part of the 172nd Separate Infantry Brigade — with the help of the Army's new computer game, "America's Army."

Since its launch July 4, more than one million Americans have downloaded the game for free.

"America's Army" actually includes two separate games: "Soldiers," a role-playing character-builder based on the Army's values, and "Operations," a first-person shooter game that takes the player on missions to attack enemies.

"It's a great game because it allows people to see what it's like to be in the Army and on one of our many operations," said MAJ Chris Chambers, deputy director of the Office of Economic and Manpower Analysis at the U.S. Army Military Academy. His office came up with the idea for the game.

“Our game reflects the values of the Army and not just the actions,” Chambers said. “We value human life and accomplishing the mission with the lowest number of casualties is our goal.”

The students and faculty of the Modeling, Virtual Environment and Simulation Institute in Monterey, Calif., developed the game and worked with leading computer game firms to make the game detailed and realistic.

LTC Casey Wardynski, director of the Office of Economic and Manpower Analysis, proposed the idea for an Army computer game in 1999 with hopes of using it as a education-packed way to reach America's youth, Chambers said.

“More than 300,000 people have registered to play the on-line version of the game, which tells us that there is a great thirst for knowledge about the U.S. Army,” Chambers said.

The idea is to give young men and women a taste of battlefield tactics and soldier professionalism, Chambers said. The game is online, so players can log onto the www.americasarmy.com and use team strategies to achieve their objectives.

By September, the Army expects to have paid about \$7.5 million to create and distribute the games, Chambers said, which includes more than two years of development for the two games.

“This is very cost-effective in comparison to television, and it is also a more detailed means of showing the American people what we do,” Chambers said.

DoD TRICARE Prime Remote waived charges benefit ends to make way for new program



The interim “waived charges” benefit is a cost saving program implemented by the Department of Defense to waive cost shares, co-payments and deductibles for active duty family members who reside with their sponsors in TRICARE Prime Remote locations. The waived charges benefit ended Aug. 31, 2002, and was replaced by the TRICARE Prime Remote for Active Duty Family Members (TPRADFM) program, which began Sept. 1, 2002.

TPRADFM is a new benefit authorized under the FY 2001 National Defense Authorization Act. The TPRADFM program replaces the interim benefit, reduces or eliminates out-of-pocket cost, and brings equity of the TRICARE Prime benefit to active duty family members who reside with their sponsors in remote locations.

“Once the TPRADFM benefit begins, active duty family members can choose to enroll in TRICARE Prime or continue using TRICARE Standard or Extra benefits,” said Coast Guard Lt. Cmdr. Robert Styron, TRICARE Prime Remote project manager, TRICARE Management Activity. “Active duty family members who do not choose to enroll in TRICARE Prime will be responsible for the TRICARE Standard cost shares and deductibles,” Styron said.

To take advantage of the TPRADFM benefit, active duty sponsors and family members must be enrolled in the Defense Enrollment Eligibility Reporting System. To verify their eligibility in DEERS, sponsors and family members may contact or visit a military identification card issuing facility. A list of military facilities is available on-line at www.dmdc.osd.mil/rsl. They also may contact the Defense Manpower Data Center Support Office toll free at 1-800-538-9552.

Additional information on the TPRADFM program is available on the TRICARE Web site at www.tricare.osd.mil/remote. Sponsors and active duty family members also may contact the Worldwide TRICARE Information Center toll free at 1-877-DOD-CARE (1-877-363-2273).

All BNCOC graduates to get 40 promotion points

By SSG Marcia Triggs, Army News Service

Soldiers who successfully complete the Basic Noncommissioned Officer Course are awarded 40 promotion points effective Aug. 1.

Soldiers will no longer receive four promotion points per BNCOC-course week. This change will lessen administrative mistakes and level the playing field for BNCOC graduates with similar military

occupational specialties, personnel officials said.

“Clerks will no longer have to do the math,” said SGM Louisa Scott, the chief of Enlisted Promotions, Total U.S. Army Personnel Command.

Under the current system, when soldiers complete both phases of BNCOC — common core and military occupational specialty specific — they submit two forms of the Department of the Army 1059 to their Personnel Support Branch for points, Scott said.

By implementing a 40-point standard there's no room for interpretation, Scott said.

Some soldiers may have the perception that they are going to lose points because their particular BNCOC is longer than 10 weeks, said SGM Gerald Purcell, personnel policy integrator with the Army's G1. “That's not true. The point system will be applicable to every soldier in the MOS, and the cut-off score will reflect that,” he said.

Soldiers will still be competing against others in their MOS, and everyone in that MOS will have 40 points, Scott added.

The soldiers most greatly affected are ones who are in MOSs that have merged, such as some in the medical field, and those that are planning to merge under the implementation of ADS XXI initiatives, which was designed to consolidate MOSs with similar functions, Purcell said.

Last year several medical skills were combined under the umbrella 91W. After the merge, some soldiers had promotion points based on a 12-week BNCOC course while others had points based on an eight-week course. Other potential merges include personnel administrative specialists (75B) and personnel services specialists (75H) who would be renamed as 42A.

It's also been proposed to merge light-wheel vehicle mechanics (63B), heavy-wheel vehicle mechanics (63S) and wheel-vehicle repairers (63W). While the wheel-vehicle repairers would lose 32 points if the merger goes through, each of the soldiers, who would be competing between one another for promotion, would receive the same number of promotion points for BNCOC completion. This eliminates inequities based solely on their BNCOC course length.

“We’re treating BNCOC as an equal element. So as we merge similar MOSs, no one is at a disadvantage,” Purcell said.

In July all Personnel Support Battalions began converting the BNCOC points and adjusting promotion points. Soldiers will not have to do anything, Purcell said.

Choice of assignment for conversion to cadre recruiter (79R) Regular Army and successful RA station commanders

By MSG Michael D. Hoffman, Personnel Management Division

MG Michael D. Rochelle, commanding general, USAREC, recently signed two policy memos, F-16, Choice of Assignment for Conversion to Cadre Recruiter (79R), and F-18, Choice of Assignment for Successful Station Commanders. Both policies are a result of the Professionalize the Force Initiative and will take effect on Oct. 1, 2002.

Converting to PMOS 79R qualifies soldiers for their assignment of choice. Soldiers may request an assignment from a total of three recruiting battalions from two separate brigades with their original conversion request. Enlisted Strength Management Branch (ESMB) will make an assignment based on the priority of choices, providing a valid vacancy exists. Additionally, ESMB will negotiate options with the soldier if none of the three choices requested is available.

Regular Army station commanders who are successful after 36 consecutive months as a station commander are eligible for choice of assignment. The chain of command will evaluate a station commander’s performance six months prior to completion of a station commander tour. If deemed a successful station commander, a soldier can request three recruiting battalions from two separate brigades for reassignment. The evaluation period will be for a minimum of 12 months. During the last 12 months, the station must achieve cumulative mission box by category (both RA and Army Reserve) or obtain 100 percent cumulative GSCA and volume for the last 18 months.

For both policies, soldiers must serve a minimum of 36 months on station prior

to their next “cost” move to minimize turbulence to the recruiting force.

TV ad to feature Stryker, strong Army teammates

By SSG Marcia Triggs, Army News Service

“In the Army, there are no weak links,” is the underlying message creators of the upcoming “Army of One” commercial want to get across to their targeted audience.

The new recruiting commercial airs in September and was being shot outside of Fort Lewis, Wash., and will feature soldiers from the Interim Brigade Combat Teams.

“The commercial will focus on the power of every individual within that team, and stress that the strength of the individual soldier is critical to the success of the entire Army,” said Lisi Davis, account supervisor for advertising agency Leo Burnett.

There will be a hero in the commercial, Davis said. A single person that will be on point, but it will also be obvious that it was a team effort, she added.

“We have a standard strategy for all of our commercials, and it stems from ‘Army of One’,” said Amy Palmer, planning director with Leo Burnett. “That slogan has dual meanings — it’s the strong individual in the team, and it’s the force of a unified team.”

The meaning behind the two-sided slogan is portrayed in the Ice Soldier commercial, which is currently running and can also be seen at www.goarmy.com.



Scene from Ice Soldiers commercial.

The recruiting commercial shows the 10th Special Forces Group climbing a mountain in Colorado. In the beginning of the commercial one soldier, SFC Brian Berkebile, seems to be alone in a world of

vertical ice. However, at the end of the spot, the entire team is showcased.

“Our strategy since we launched the campaign has been to focus on individual benefits,” said Pat Lafferty, account supervisor with Leo Burnett. “Young adults knew the Army was a big team. What they didn’t know is how they could benefit from that experience and not be lost in a sea of people.”

“A big piece of the campaign is its honesty, purity and realism,” Palmer said. “We always use real soldiers. We don’t make up MOSs or the jobs that soldiers do.”

The commercials highlight what’s actually going on in the Army, Palmer said. That is why Fort Lewis, the heart of Transformation, is being spotlighted in the upcoming commercial, she added. The IBCT soldiers will be taped flying inside a Black Hawk and Apache and operating the Stryker, the Army’s interim armored vehicle.

The “Army of One” campaign is not only bringing in recruits, it pulled in an award for its results-based advertising.

The advertising agency won a gold Effie Award in June from the American Marketing Association for the “Basic Training” series, which profiled six actual Army recruits as they progressed through basic training at Fort Jackson, S.C.

The Effie Awards ceremony is an annual event that honors creative achievement in meeting and exceeding advertising objectives, and honors campaigns that deliver the best marketplace results for clients.

To remain effective, directors said that they will continue to dive deeper into the experience of being a soldier.

“To stay on the radar screen of young adults,” Lafferty said, “we have to use their peers, their tone and keep the communication fresh. And with each commercial, tell more of how each soldier makes a difference.”

Army changes NCO promotion board sequence

By Joe Burlas, Army News Service

In a move designed to allow more lead time for permanent-change-of-station notification and best use advanced NCO

training course seats, the Army is changing the dates it traditionally holds promotion boards for sergeant first class through sergeant major.

The Office of the Deputy Chief Staff, G1, sent an All Army Activities message, commonly referred to as an ALARACT, to the field on the subject July 10.

Promotion boards for fiscal years 2002 and 2003 will be held as normally scheduled with the date changes occurring in FY 2004 and 2005. Specifically, the sergeant major promotion board will meet in June 2004, instead of October; the master sergeant board will convene in both February and October 2004 and meet in October thereafter; and the sergeant first class board will convene in February 2005, rather than June.

While the first board date change does not occur until 2004, the impact will be felt sooner. The FY 2003 sergeant first class board will select enough NCOs to meet the Army's sergeant first class promotion needs for a 19-month period instead of the normal needs for 12 months. In order to transition to the new board dates, there will be no sergeant first class promotion board scheduled in FY 2004, said Sgt. Maj. Gerald Purcell, a personnel policy integrator with the Office of the Deputy Chief of Staff, G1.

"This will obviously be tumultuous for some, but it is about correcting some unfavorable situations out there that have been created by the timeframe the results of these boards traditionally come out," Purcell said. "This is about what is best for soldiers and the Army."

What is best for both, according to Army Chief of Staff Gen. Eric K. Shinseki, is reducing turbulence created by short-notice PCSs, Purcell said.

With sergeant major promotion boards historically meeting in October and a command sergeant major review board the following December, the sergeant major promotion list gets released in mid January. Personnel managers at the Total Army Personnel Command then need several months to determine who goes where, often giving Sergeant Major Academy graduates a 60-day or less notification of where they are going after a May graduation, Purcell said. Likewise, those master sergeants

selected to attend the Sergeant Major Academy often get short notification. Both situations place undue stress and turbulence on the soldiers and their families, he said.

Moving the sergeant major promotion board to June allows for Sergeant Major Academy graduates to receive their PCS notifications six months out, Purcell explained. Likewise, it will give those selected to attend the academy a nine-month notice.

Another unfavorable situation the board date changes are designed to fix is low advanced NCO course attendance during the first quarter of each fiscal year, Purcell said. With sergeant first class boards meeting in June and the selection list released in late August, PERSCOM has had little reaction time to best use existing first-quarter training seats.

Moving the sergeant first class promotion board to February will allow PERSCOM more time than the current system allows to more fully use available ANCOC training seats throughout the year, Purcell said.

Having one large sergeant first class board in FY 2003 and none in FY 2004 does have a drawback to those approaching a retention control point.

Under a policy implemented in October 1995, soldiers who are within 12 months of their retention control point are not eligible for consideration by a centralized promotion board. Under that policy, an initial analysis showed a little more than 2,000 staff sergeants — with a basic active-service date between June 1, 1985 and Jan. 31, 1986 — would have one less promotion board consider them with the re-sequencing of the boards, Purcell said.

"To overcome this, we will grant exceptions to policy to allow each of these soldiers the opportunity to compete for promotion during the fiscal year 2005 sergeant first class board," Purcell said. "These special provisions will be announced in the message announcing the fiscal year 2005 sergeant first class board."

"To get where we need to be, we have to go through a transition period," Purcell said. "That's always difficult to accomplish while trying to ensure soldiers are treated equitably and fair.

The only way to re-sequence the boards is for one to be delayed and to be preceded by a larger than normal select objective. We decided to make this adjustment with the sergeant first class board."

To ensure the Army still selects the "best-qualified" for promotion, he said, it will need to expand the zone of consideration for the FY 2003 sergeant first class board.

"The sergeant first class board is the best one for this because military occupational specialty-qualifying jobs are not as stringent as those competing for master sergeant and sergeant major," Purcell said.

Time-in-grade requirements for the FY 2003 sergeant first class board are still being determined, but they will allow for those considered to have at least two completed and filed NCO evaluation reports as a staff sergeant.

"About 2,800 staff sergeants will be considered earlier than they normally would have — June 2003 instead of June 2004, and about 8,000 will be delayed — February 2005 instead of June 2004," Purcell said. "These are tough calls, but we simply just can't move everyone up to the earlier board. We have to ensure who when we provide an opportunity for a soldier to be considered, that we are providing them a realistic chance for selection."

One key point to remember, Purcell said, is that the total number of soldiers that will be promoted during this transition will not be any less than if the boards were not re-sequenced. Some soldiers will be considered a little earlier and some a little later, he continued, but the end result truly benefits soldiers, their families and the Army.

The Pentagon's America's Heroes Memorial is dedicated to the 189 people killed in the Sept. 11 terrorist attack



DoD photo by Helene C. Stikkel

The names of the victims are engraved on black acrylic panels inside the horseshoe-shaped memorial.

Gold Badges

RSM JULY 2002

3D AMEDD

SSG Craig Schueller

ALBANY

SFC Mark Boisclair

SFC Stacy Ford

SFC Thomas Gagne

SSG Richard Lange Jr.

SSG Travis Forbes

SGT Gregory Lauzon

BALTIMORE

SSG Vince Blackmon

SSG Timothy McQueen

SSG Kevin Austin

SGT Eric McMillion

SSG Kliean Elwin

SSG Lamont Briggs

SSG John Tramack

SSG Michael Stowell

SSG Roger Brown

SSG Brian Sipe

SGT Cory Sharroch

SGT Michael Baker

SGT Kaskha Thompson

BECKLEY

SSG Douglas Sargent

SSG Robert Rue

SSG Michael Mitchell

SSG Kenneth Golder

SSG Joshua Koop

SGT David Teubert

CPL Luther Bell III

CHICAGO

SFC Randall Knight

SFC Stephen Sealy

SSG Sonja Kurtz

CLEVELAND

SSG Ellis Alford

SSG Jonathan Haney

SSG Christopher Hughes

SSG Christopher Simon

SSG Mark Woodward

SGT Jerry Shavrnock

COLUMBUS

SSG Edward Bennett III

SSG James Ratliff

DALLAS

SFC James Miller

SFC Robert Easley

SFC Darwin Buggage

SFC Ronny Swank

SGT Curtis Halford

SSG Gregory Fulkerson

SSG Steve Robitaille

SSG Jevon Stubbs

SGT Gary Quick

SGT Terry Gwin

SGT Richard Rose

SGT Robert Jenkins

SGT David Allen

DENVER

SSG Brian Grossman

SSG Malcolm Lewis

SSG Martel Reum

SSG Clayton Bowers

SSG Randy Adams

SSG Charles Bailey

SSG Teodos Gomez

SSG Mark Sly

SSG Charles Snyder

SGT Laura Whitehead

SGT John A. Wylie

DES MOINES

SSG David Wilson

SSG Robin Murdock

SSG James Smith II

SSG Robert David

SGT John McClenny

SGT Timothy Varnes

GREAT LAKES

SSG Rodney Howard

SSG Jerrod Oster

SSG Brandon Falls

SSG Jason Zimmerman

SGT John Warren

SGT Rodney Hope

HARRISBURG

SFC Ernest Unangst

SSG Gary Vaughan

HOUSTON

SSG Richard Klinevski

SSG Kent Vaughn

SSG Eric Norman

SSG Michael Marchese

SSG Jonathan Jackson

SSG Frederick Henderson

SSG Isaias Teran

SGT Joel Ramirez

SGT Ronald Scheuren

SGT David Vance

SGT Stephen Allen

INDIANAPOLIS

SSG Chad Clouther

SSG John Duggins

SSG Bryan Sabin

SSG Jeffery Grose

SSG Brycen Garner

SGT Justin Rooks

SGT Alissa Walton

SGT Shannon King

JACKSONVILLE

SFC Clay Britton

SSG Antoin Green

SSG Edison Hernandez

SSG Charles Ganci

KANSAS CITY

SFC Gary Holt

SSG Matthew Payne

LOS ANGELES

SFC William Hill

SSG George Lewis

SSG John Reed

SGT Omar Fonseca

MIAMI

SFC Francisco Padilla

MID-ATLANTIC

SSG James Lewis

SSG Philip Hasty

SSG Robert Parker

SSG Peter McKenney

SSG Shauntenette Floyd

SSG Carl McKinney

SSG Andre Boyd

SGT Kevin Quiles

SGT Todd Gifford

MILWAUKEE

SFC Brian Brook

SFC Donald Ferguson

SFC Stanley Hein

SSG Raymond Isaac

SSG Michael LaHaye

SSG Dale Marks

SSG John Berger

SSG Christopher Voldarski

SGT Jason Ufferman

MINNEAPOLIS

SFC Scott Howe

SSG Corey Coubal

SSG David Blancett

SSG Steven Wheeler

SSG Charles Harvey

SGT Gary Capan

SGT Brian Olson

MONTGOMERY

SSG Dustin Bice

SSG Shawn Ertl

NASHVILLE

SSG Lynn Banks

SSG Randolph Catlette

NEW ENGLAND

SFC Bradley Paxton

SSG Richard Millett

NEW ORLEANS

SSG Karen Moore

SSG Lucretia Eddins

SSG Willie Thomas

SSG Timothy Cage

SGT Richard Cessar

SGT Dennis Majewski

SGT John Gilfillan

NEW YORK CITY

SFC Henry Johnson

SFC Kenneth Reynolds

SSG Quentin Fenderson

SSG Terrance Shearod

SSG Edward Johnson

SSG Robert Coffey

SSG Michael Bustos

SSG Leandria Wideman

SSG Dean Thompson

SSG Arthur Whiteside

SSG Roosevelt Martinez

SSG Donald McMillian

SSG Lester Williams

SGT Patrick Price

OKLAHOMA CITY

SSG Joseph Gott

SSG Jack Davis

SSG Nayon Marrero

SSG Ronald Morgan

SGT Donnie Compton

PHOENIX

SFC Michael Stines

SFC Donald Rummer

SFC Michael Cummins

SFC Michael Stines

SGT Elmer Brewer

SGT Nicholas Beltran

CPL Jason Kitzmiller

PITTSBURGH

SSG Charles Hinson

SSG Nathaniel Nyren

SSG David Orr

SSG Jason Kirkman

PORTLAND

SFC Edwin Tabunar

SSG Michael Coyle

SSG Nathan Colbert

SSG Damian DellaBarba

SSG Michael Snell

SSG Robert Manibog

SSG John Shannon

SSG Adam Sebetich

SSG William Themar Jr.

SGT Daniel Kinzig

SGT Kenneth Edwards

SGT Brian Grigsby

RALEIGH

SFC Laura Morrow

SSG John Guilmette

SSG Frank Miller Jr.

SGT David Conklin

SSG Eddison Cyrus

SSG Jason Crider

SSG James Burton

SSG Carlton Brown

SACRAMENTO

SFC Matthew Olson

SSG Russell Thomas

SGT Earl Thomas

SALT LAKE CITY

SSG Trevor Proefrock

SSG Joel Williamson

SSG Steven Forcum

SSG Thomas Raper

SSG Erick Lownsberry

SSG Travis Odell

SSG Eric Stroh

SSG Michael Page

SSG Cecelia Barnes

SSG Keith Palmer

SGT Robert Meek

SGT Jerry Powell

SGT David Campbell

SGT Joseph Ponder

SGT Victor Padilla

SGT Darin Thomas

SAN ANTONIO

SSG Armando Prescott

SGT Ronald Fletcher

SGT Eddie Hamilton

SGT Jesse Verastegui

CPL Kern Duncan

SEATTLE

SFC Larryan French

SSG Stephen Whittaker

SSG Ryan Murphy

SGT Robert Read

SGT Steven Woods

ST. LOUIS

SFC Howard Coleman

SFC Jonathan Bensman

SSG Jamal Smith

SSG Jody King

SSG David Steele

SSG Mark Smith

SSG Bennie E. Johnson Jr.

SSG Christopher Hughes

SSG David Goldsmith

SSG Howard Coleman

SSG Samuel Robinson

SSG Cory Lampkin

SSG Michael Morton

SSG Sabrina Gilliam

SSG David Berchtold

SGT Andre Gregory

SGT Nickie Cowley

SGT Lawrence Pounds

SYRACUSE

SSG Christopher Foster

TAMPA

SSG Winston Vazquez

SSG Lazaro Herrera-Anton

SSG Jeremy Dearmon

SSG Stephen Wright

SSG Luis Pazmino

SSG Eric Richard

SGT William Cintron

SGT Joseph Addison

SGT Joseph Morales

SGT Amy Barnes

Morrell Awards



RSM JULY 2002

BECKLEY

SFC Darrin R. Murrell

HARRISBURG

SFC David Todd Ressler

SFC George Bernard Pickett

JACKSONVILLE

SSG Roberto Corneiro

MILWAUKEE

SFC Terri L. Hill

MONTGOMERY

SFC Cornell Jones

NEW ORLEANS

SFC Roy E. Handy Jr.

PORTLAND

SSG Albert A. Abadam

SACRAMENTO

SFC Jose Ortiz Jr.

SFC Matthew P. McBride

ST. LOUIS

1SG Rufus B. Mahoney

TAMPA

SFC Marcelino Morales

Recruiter Rings



RSM JULY 2002

BALTIMORE

SFC Micheal Turner

SFC Sue Arcia-Collins

SFC Vincent Herrington

SFC Marvin Alexander

SSG Nicholas Kucan

SSG Sanquetta Carson

SSG Willard Reinhard

SSG Paul Taylor

SSG Eleanor M. Roane

CLEVELAND

SFC John Grant Goetz

COLUMBUS

SSG Joseph D. Dewey

DALLAS

MSG James Suarez

SFC Jimmy Duenes

SFC Ronald Bradshaw

SFC Revon Limbrick

SFC William Pruett

SSG Juan G. Vargas

SSG Curvey R. White

DENVER

SFC Williams M. Massey

SFC Troy A. Boudreaux

DES MOINES

SFC Robert D. Rawlins

SSG Williams J. Paul

GREAT LAKES

SFC Kenneth Love

SSG David O. Fischer Jr.

SSG Michael Graham

SSG Joseph Murray

SSG Stanley E. Guess

INDIANAPOLIS

SFC Richard Knott

SFC Shane Jefferies

SSG Jimmie C. Husselman

JACKSONVILLE

SFC Thomas Downs

SSG James Rubow

SSG Richard Lopez

SSG Alex Cajigas

KANSAS CITY

SFC William E. Koonce

SFC Melvin N. Gaines

SFC John R. Meek Jr.

SFC Gary Combs

SSG Richard D. Wallace

SSG Lewis D. McKenzie

SSG Tommie L. Driver

MID ATLANTIC

SSG Antonio Beadles

MILWAUKEE

SSG Jacob Tilford

NASHVILLE

SFC Micheal C. Hagan

SSG Darrin West

SSG Kristopher Broadus

NEW ENGLAND

SFC Dominick J. D'agostino

NEW ORLEANS

1SG Milly J. Robinson

SSG Robert Berry

NEW YORK CITY

SFC Carol D. Crumpler

OKLAHOMA CITY

SFC Larry D. Tyson

SFC Christian Beeler

SFC Phillip D. Pennington

SSG Samuel P. McMaster

PHOENIX

SSG Fredrick Williams

PORTLAND

SFC Neal Melling

SFC Kevin C. McDonald

SSG James E. Stevens

SACRAMENTO

SFC Peter Schell

SFC Fernando Sanjurjo

SALT LAKE CITY

SGT Joseph Macavinta

SFC Paul Barkdull

SFC Jay Clegg

SFC Jay Paff

SFC Paul Arbuckle

SSG Michael Klipstein

SSG Charles Whitbeck

SSG Peter Jennings

SSG Thomas Stout

SEATTLE

SFC Jorge Camargo

SFC Ronnie Scott

SSG James Bolz

SSG Kevin Byington

SSG Sean Lee

SSG William Brooks

SSG Harold Hunt

SSG Anthony Moye

SSG James Hastings

SYRACUSE

SFC Dannie Arnold

TAMPA

SFC Javier Soto

SFC Christopher Kelly

SFC Robert C. Gibbons

The Test

1. RA and Army Reserve recruiters will brief high school educators ____ on the Concurrent Admissions Program (ConAP) and ensure they receive a copy of the “High School and College Counselor’s Guide to ConAP,” which may be obtained from the recruiting battalion education services specialist.
 - a. monthly
 - b. quarterly
 - c. semi-annually
 - d. annually
2. If an enlistee selects a ConAP college that is near the recruiting station, the recruiter will arrange for the enlistee to visit and speak to _____.
 - a. the dean of students
 - b. the ConAP point of contact
 - c. the VA representative
 - d. the admissions registrar
3. DEP losses generally fall into categories. They are _____ and _____.
 - a. apathy; loss of interest
 - b. apathy; disqualification
 - c. medical; loss of interest
 - d. medical; apathy
4. How long are moral and administrative waivers valid after the approval date, unless a change in status occurs?
 - a. 12 months
 - b. 6 months
 - c. 9 months
 - d. 3 months
5. What is the maximum time that a DEP/DTP member is allowed to participate in a recruiting station’s PT program on a daily basis?
 - a. 60 minutes
 - b. 50 minutes
 - c. 119 minutes
 - d. 75 minutes
6. What is the maximum amount authorized to be spent on each DEP/DTP member at a funded DEP function?
 - a. \$9
 - b. \$12
 - c. \$6
 - d. \$10 (exception by the battalion commander)
7. Who is authorized to do a telephonic check on an Army Reserve applicant for the purpose of verifying that the applicant has a high school diploma?
 - a. Commissioned officer
 - b. Operations NCO
 - c. Company first sergeant
 - d. Guidance counselor
 - e. None of the above
8. There are ____ areas in which the majority of salesmen make basic, common mistakes that keep them from being successful.
 - a. two
 - b. ten
 - c. five
 - d. six
9. The recruiting station will present the inspection log to ____ inspecting the station.
 - a. all personnel inspecting the station including the recruiter training personnel
 - b. all personnel inspecting the station excluding the recruiter training personnel
 - c. only battalion, brigade, and HQ USAREC personnel
 - d. only company and battalion personnel
10. Which regulation governs request for reserve unit assignment of Individual Ready Reserve members?
 - a. USAREC Pam 140-3
 - b. USAREC Pam 350-6
 - c. USAREC Reg 600-22
 - d. USAREC Reg 140-3
11. Which of the following is not one of the five major terrain features on a map?
 - a. hill
 - b. ridge
 - c. spur
 - d. valley
12. When aiming the M18A1 Claymore Mine, the aiming point should be at ground level _____ in front of the mine.
 - a. 100 meters
 - b. 25 meters
 - c. 75 meters
 - d. 50 meters
 - e. 150 meters
13. When assuming MOPP level 2, the over boots are carried.
 - a. True
 - b. False
14. How deep should a fighting position be dug?
 - a. knee deep
 - b. armpit deep
 - c. 18 inches deep
 - d. 4 feet deep
15. Which is not a symptom of heat stroke?
 - a. headache
 - b. dizziness
 - c. chills (“gooseflesh”)
 - d. seizures

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

Mission Box

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



RSM July 2002

Top Regular Army Recruiter

SSG Michael Patterson (Baltimore)	SFC Stacey Burch (Jacksonville)	SGT Theodore Tremblay (Milwaukee) SGT Jon Steiner (Great Lakes)	SSG Ozender Elston (Dallas)	SSG Cletis Wilbanks (Salt Lake City)
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Top U.S. Army Reserve Recruiter

SSG Kenneth Golder (Beckley)	SFC Anthony Toney (Columbia) SFC Patricia Robinson (Tampa)	SSG Kevin Smith (Columbus)	SSG Michael Christopher (New Orleans)	SFC James Hastings (Seattle)
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Top Limited-Production Station

Patchogue (New York City) SFC Kenneth Woods	Hattiesburg (Jackson) SFC James Brandon	Janesville Station (Milwaukee) SFC Michael Kreul	San Antonio Northwest (San Antonio) SFC Danny Montoya	Lynnwood (Seattle) SSG Ralphele Reels
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Top On-Production Station

Harrisonburg (Beckley) SSG Charles Bolyard	Arecibo (Miami) SFC Jamie Vallepalma Citrus Park (Tampa) SFC Brenda Thurmond Temple Terrace (Tampa) SFC Markus Bates	Bucyrus (Columbus) SSG John Hinkley	Woodlands (Houston) SSG Latosha Bowens	Soldatna (Seattle) SFC Robert Grant
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Top Company

Bangor (New England)	Augusta (Columbia)	Lansing (Great Lakes)	Tyler (Houston)	Tempe (Phoenix)
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Top Battalion

None	Atlanta Raleigh	None	Dallas	None
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Top Army Medical Department Detachment

Southeast	Georgia/Alabama	Great Lakes	San Antonio	Rocky Mountain
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Answers to the Test

1. c. USAREC Reg 621-2, para 2-2g(5)
2. b. USAREC Reg 621-2, para 2-2g(6)(c)
3. b. USAREC Pam 350-7, para 6-15
4. b. USAREC 601-56, para 1-5b
5. c. USAREC Reg 601-95, para 5-6c(3)
6. c. USAREC Reg 601-95, para 6-1b(2)
7. e. USAREC Reg 601-101, para 2-2a(4)
8. d. USAREC Pam 350-7, para 5-2
9. b. USAREC Reg 350-7, Appendix O, para O-2b
10. d. USAREC Reg 140-3
11. c. STP 21-1 SMCT, 071-329-1001, pg. 29
12. d. STP 21-1 SMCT, 071-325-4425, pg. 196
13. b. STP 21-1 SMCT, 031-503-1015, pg. 377
14. b. STP 21-1 SMCT, 071-326-5703, pg. 245
15. c. STP 21-1 SMCT, 081-831-1008, pg. 490



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