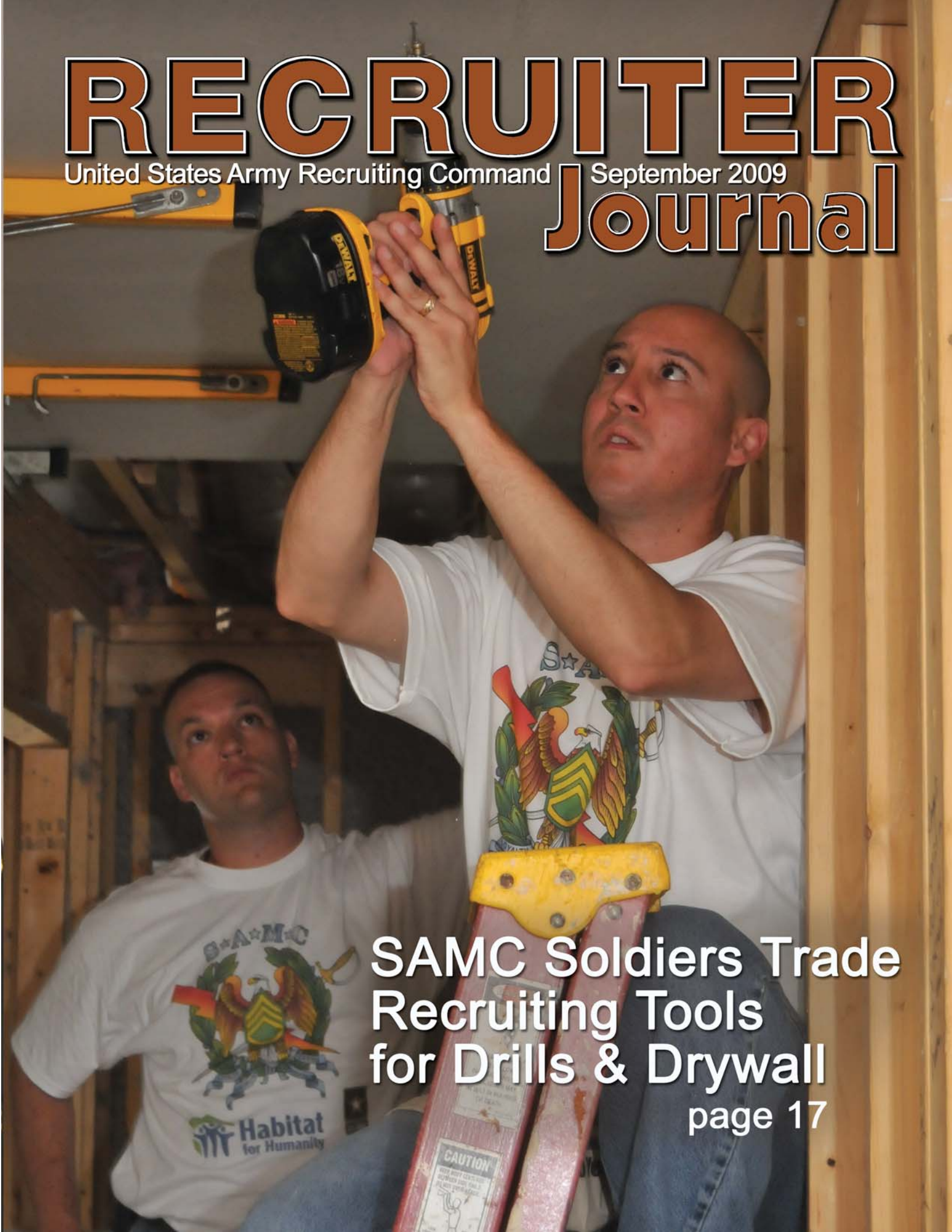


# RECRUITER

United States Army Recruiting Command September 2009

# Journal



**SAMC Soldiers Trade  
Recruiting Tools  
for Drills & Drywall**

page 17

CLOCKWISE FROM THE LEFT: RACHAEL TOLLIVER, ACCESSIONS COMMAND; COURTESY PHOTO; ROGER HARMON, BATON ROUGE BATTALION



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## RECRUITER Journal

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# Another Successful Year Command Continues Moving Forward

We are about to close out another successful recruiting year. Thank you all for your flexibility and hard work to secure our recruiting goal above and beyond our assigned mission. We are coming in right on target due to the great efforts of this entire recruiting team and the strong families who support them. Again, my thanks to you all.

I anticipate the Fiscal Year 2010 mission to be even higher than this year's goal, so we cannot afford to become complacent or think the road ahead is going to continue to be easy. We can never truly know what changes in our economy, our current military engagements or the nation might have on our future ability to recruit. Eight years ago, the events of September 11 proved that.

During these past few months, I've given a great deal of thought to the direction we want to move USAREC over the next several years. This command has made great strides in the past years, and we want to continue moving forward instead of remaining tied to the legacy systems of the past. An example of our new direction is the Pinnacle Recruiting Pilot, which has the potential to revolutionize the way we conduct recruiting operations. Later this month Radcliff Company, in 3d Brigade's area of operations, will begin operating under the Pinnacle Recruiting concept. While I'm certain the concept of Pinnacle Recruiting will continue to evolve as we put it into action and gather lessons learned, it is a step in the right direction. Look for more on the Pinnacle Pilot in next month's issue.

In addition, I am looking at implementing team recruiting throughout more of the command. It's one of my four pillars: We will succeed or fail as a team.

We need to look more into how we change the focus of this command away from

individual efforts toward a team effort – from recruiting operations and organizational realignment to incentive award programs.

This is an exciting time in the history of USAREC. We are continuing to change and evolve our recruiting practices to become better and more efficient and we are investing in the technologies and tools to make us successful. But at the foundation – the heart – of our success is people. We must continue to ensure the well-being of every member of the team.

This month we observe Suicide Prevention Month. The theme fittingly is "Improving our Soldiers and Families' Health: A Healthy Force Combating High-Risk Behaviors." In Recruiting Command and across the Army we are committed to improving the physical and mental health, well-being and overall fitness of our Soldiers, Families and Army civilian employees.

As a result of our stand down day in February, participation in the Armywide suicide prevention training and heightened awareness across the command, we are better equipped to recognize the signs of high-risk behaviors associated with stress. Knowing these signs and reporting them are necessary to ensure individuals are getting the help they need before it's too late.

Each of us has a role in supporting health promotion, risk reduction and suicide prevention efforts. We have so many resources available. It's my goal to ensure that everyone knows what those resources are and how to help those in need, and more importantly, that anyone who needs help feels comfortable enough to ask for and accept it. Together we can make a difference.

Thanks for all you do to provide the strength! Hooah! Army Strong!





SALLY HARDING

## DCG Promotion

USAREC Deputy Commanding General Brig. Gen. Michael Garrett has his stars pinned on by his father, retired Command Sgt. Maj. Edward Garrett and his wife, Lorelei, during an Aug. 7 ceremony on Fort Knox.



### New Partners [www.armypays.com](http://www.armypays.com)

**335 - Harrisonburg Police Department - Beckley Bn** - Harrisonburg PD is one of the 10 largest police agencies in Virginia. Harrisonburg PD has some of the most intense and diverse training and patrol opportunities in the commonwealth. Departments include a SWAT team, bomb squad, mounted police, K-9 units and a detective bureau.

**336 - Salt Lake City Bn - Ken Garff Automotive Group** - Ken Garff Automotive Group has 40 stores with nearly \$1 billion in sales. The dealer group is a top player in Utah, known for its deep involvement in its communities, ownership of arena football's Utah Blaze, Vehix.com and customer-focused programs that engender loyalty and build repeat sales.

**337 - City of Riverside - SoCal Bn** - The City of Riverside operates under a council-manager form of government with a seven-member council presided over by a mayor. The council passes ordinances, appoints committees, and hires the city manager, attorney, and clerk. Incorporated in 1883, Riverside is located about 60 miles east of Los Angeles, occupies about 80 square miles, and has a population of more than 300,000.

**338 - Citrus Heights Police Department - Sacramento Bn** - The City of Citrus Heights is located between downtown Sacramento and Roseville, Calif. The flourishing department launched in 2006.

## Redesigned Recruiter Training, Sustainment Program Coming

The USAREC CG has approved an automated redesigned Recruiter Training and Sustainment Program that will be implemented in FY 11.

Both USAREC Pam 350-2, New Recruiter Certification Program (May 16, 2006) and USAREC Pam 350-14, New Health Care Recruiter Certification Program (June 27, 2006) remain in effect. Commanders will continue to place new recruiters in a six-month non-rated status and document training appropriately.

USAREC Pam 350-2-1, Station Commander Certification Program (May 16, 2006) and USAREC Pam 350-14-2, Health Care Recruiting Team NCOIC Certification Program (June 27, 2006) are rescinded. Reference USAREC Msg 09-152.

## HRAP Changes

As of Aug. 7, station commanders and recruiters may only recommend applicants and Future Soldiers who are high school diploma graduates (Tier 1) to perform HRAP. Applicants and Future Soldiers will only be allowed to perform HRAP duty up to and not to exceed 14 days and will not be allowed to extend past 14 days of duty.

Permanent party Soldiers (enlisted, warrant officer and commissioned officers, including OCS) performing HRAP will also be limited to 14 days of duty. There will be no exceptions. Reference USAREC Msg 09-150.

## Join Recruiting ProNet

All you need is a common access card (CAC) or AKO username and password, but the CAC method is easier. Start by logging into AKO, then go to Recruiting ProNet and ask to become a member. Follow the link: <https://forums.bcks.army.mil/CommunityBrowser.aspx?id=51486>.

Click the button labeled "Become a member" to start the process.

Fill out the profile sheet and click "Submit."

Once approved, ProNet members will receive an e-mail notification.

## Did you know? New Dental Program for Remote Soldiers

United Concordia Companies Inc. (UCCI) replaced the process by which remote active duty service members receive dental care from civilian dental practices Aug. 1. The Military Medical Support Office stopped authorizing any further dental care July 31. All treatment is now coordinated through UCCI to transition their care to the new Active Duty Dental Program (ADDP), which replaces the TRI-Service Remote Dental Program.

Remote Soldiers will contact United Concordia at (866) 984-2337 for scheduled appointments with civilian providers. Dental treatment must be provided by a network dentist of the ADDP contractor in order to be eligible for payment. Any care provided without approval by UCCI may result in the Soldier being responsible for the costs of that care.

The ADDP provides private sector dental care for remote Soldiers who work and live more than 50 miles from a military Dental Treatment Facility.

Address ADDP questions to brigade and/or battalion Soldier & Family Assistants at (800) 790-0963 or visit the ADDP Web site for details: <https://secure.addp-ucci.com/dpddw/home.xhtml>.

## What Do You Think About Your Recruiter Journal?

We want to know your thoughts about and suggestions for the Recruiter Journal. Take a short survey online at <http://survey.usaac.army.mil/surveys/WDRGBF>.

# Managing Soldiers in Their Best Interest

Tight budgets across the Army and recommendations from recent Department of the Army investigations have forced USAREC to relook at the effectiveness of and make some significant changes to the 79R management policy – changes that have reinforced our commitment to making a better investment in our Soldiers and bring USAREC more in line with how the Army manages the careers of Soldiers in all other career management fields.

In the past, our command has had quite a bit of flexibility in cutting our own assignment orders and moving our force around that didn't always comply with Army policies. This made it difficult for the Army to accurately track and account for all the PCS costs. The process has changed and now USAREC has to send all requests for PCS moves to HRC for approval. This is not all bad, as it has resulted in many changes that will ultimately help us improve the force and continue the professional development of our NCO Corps.

In the past AR 601-1 said a Soldier can spend no more than six years at a battalion and eight years at a brigade. The new policy locks a Soldier into an assignment for only 24 months and the Soldier is eligible to move to other professionally developing positions or for the needs of the Army any time after the 24 month stabilization. The previous rule presented the false perception that a Soldier would stay in one location for six or eight years. In some cases, that prevented the command from moving Soldiers for professional development reasons simply because the battalion didn't want to lose the recruiter. It is imperative that all 79Rs update their preferences on ASK2 through their AKO portal.

On the other side of the coin, the change now prevents leaders at all levels from requesting the move of a Soldier simply because the chain of command believes the recruiter has been unproductive. Now the policy requires leaders to make an investment in the recruiter's professional development or take other administrative action IAW AR 601-1.

Another change provides recruiters the ability to influence the location of their future assignments. Soldiers can now talk to an assignment manager in USAREC G1 about upcoming job openings. If they have the skill sets for the job and the move doesn't significantly impact the operating strength of either the losing or gaining battalion, then the Army will PCS the Soldier (provided the Soldier has not had a cost move in the last 24 months and the Soldier has 24 months remaining in the Army).

Soldiers also will now get a minimum of 120 day notice before a permanent station move, giving them and their families more time to react and plan for their upcoming move.

One of the goals of the changes is to eliminate the "good old boy" system, which unfortunately has been a part of our command culture in the past – leaders taking good care of those they're fond of while not focusing on the professional development of some Soldiers.

This new policy makes it easier for the G1 to balance out the 79Rs across all battalions without negatively affecting the readiness of the command.

This is a big culture change on how we've done business. The goals are to ensure that all Soldiers receive the professional development and opportunities to be successful and to balance the force to make sure all the battalions get



**Command Sgt. Maj.  
Stephan Frennier**

all the recruiters needed to accomplish their mission. Meeting the needs of the Army and Soldier professional development are our top priorities. But we also want to take care of Soldiers' personal desires while meeting the needs of the Army and the Soldier's professional development. Keeping Soldiers and their families happy not only helps those individuals but the Army, as well.

We're a special command with a special group of talented NCOs and officers with a difficult mission. We're not in a war zone kicking down doors, but we do enter doors every day in the community trying to win the hearts and minds of the American public to get young men and women to join the Army.

On a closing note, September is suicide prevention month. Always be alert to any 'red flags' your battle buddy may show that things are not right. Care for him or her immediately by taking the proper measures. Refer to your ACE card. We must watch over all our family members of our Army brother and sisterhood and keep all ... Army Strong!

# When Suicide Hits Home

*By Chaplain (Lt. Col.) Doug Peterson*

**L**ittle did I know that my world was about to come crashing down that day in June 1983.

Life was very demanding, but good. School was out for the year and to support my family I worked two full-time jobs in addition to my reserve duties as a 73C, finance specialist.

I had grown up in western Wisconsin. After my high school years my parents moved further south in the state which made for a convenient 400-mile drive from our northern Indiana home.

With two active-duty stints under my belt and now undergoing the rigors of academia, visiting parents took on greater significance and pleasure than in my earlier years.

Age had taught me to more greatly appreciate my parents, and my relationship with my dad had in many ways taken on a cordiality that we had not previously enjoyed. My dad, knowing that I was a PT stud, even installed a pull-up bar for me in their basement next to the washer and dryer combination which served as a dip station. I made generous use of it every time we visited.

The phone call came late in the afternoon. On the other end was the next door neighbor to my parents. She gave me the terrifying news that my father was dead. My mother had come home from running errands and found him hanging by our dog's leash from my pull-up bar.

My initial shock of disbelief soon gave way to numbness. At that point I felt little emotion as I scurried to make arrange-

ments to head home early the next morning.

The days following seem but a blur as family gathered and the funeral took place.

What had been going on in my dad's life? Why suicide? And why now?

Some of my questions yielded a few clues. Three weeks before, his employer of 13 years caught him using the copy machine for personal business and promptly fired him. That, along with his bipolar condition, had put him in an irrational frame of mind. Killing himself seemed to be the only way out. He was 54.

As time distanced us from my father's death, my mother revealed to me suicidal thoughts and gestures that he had exhibited 20 years prior. I had not known.

In my mind, I wrestled continuously along two tracks.

First, were the "f onlys." Is it possible that my dad might still be alive:

If only I had been aware what was happening in his life?

If only I had been able to talk to him?

If only I had been there with him?

Those thoughts of remorse, regret and perhaps even guilt still haunt me. And they will for the rest of my life.

The second track of questioning was more theological. I wanted to know the big picture. Why? As a Christian I took great comfort in the sovereign God who works all things after the counsel of his will. Even as my world collapsed, I knew

that he was still in control. But what was his purpose in allowing me to suffer through my father's death by suicide? What was I personally supposed to gain from this horrible experience?

For the next nine years I had absolutely no clue.

Then in 1992 while at Fort Hood, Texas, I was assigned week-long funeral coverage. The call came to do a funeral in Fort Worth with another funeral two days later in Killeen.

Now, understand that funerals are difficult enough to do for families with whom a chaplain is acquainted. However, most often we step in cold not having any previous contact with the families. That is just plain hard.

Coincidentally, or perhaps not, the cause of death in each of these two instances was the same — a shotgun blast to the head.

At that point my nine-year struggle with divine providence came to clear resolution. The first two funerals I ever did as an Army chaplain were for suicides. And I was able to provide sensitivity and ministry to those two families in a way that I never could have done had I not experienced suicide in my own family. I had been there, myself.

By the way, the very first of those funerals I did was for a recruiter.

So, for me, suicide is personal.

And suicide prevention in this command is not just of professional interest to me. It's personal.

# Recruiting Command

## Improving Climate, Suicide Awareness

Recruiting Command Public Affairs

In the six months since the commandwide stand down day to focus on recruiter wellness, suicide prevention and leadership training, Recruiting Command has seen improvements on several fronts, including suicide prevention and intervention and suicide awareness.

“The fact that we are doing better is not happenstance,” said Col. Theresa Lever, USAREC G1. “The command has made a concerted effort to inform all its Soldiers and leaders about the signs and symptoms of stress and suicidal behavior. This awareness makes every member of the command better able to recognize when their fellow Soldiers and families need help and how to get them the help they need.”

By mid-July 100 percent of the command had completed the suicide prevention training mandated by the Army. The training material, which included two interactive videos along with accompanying facilitators guide were ideal to conduct the training, according to Master Sgt. Kenneth Hollis, noncommissioned officer in charge of the Recruiting and Retention School (Forward). Phase I of the training consisted of key leader training and Phase II was individual training for all USAREC Soldiers and Army civilian employees. Phase III included an open forum to address the topic of what USAREC can do better and what the Army can do to assist USAREC, our Soldiers and their families. A comprehensive, anonymous online survey was done and is being used to recommend courses of action, Hollis said.

“More than meeting the requirement, USAREC used this opportunity to incorporate many of the tenets of the Culture of Values initiatives that were already being implemented in the command,” Hollis said. “We feel the suicide prevention training was a positive and necessary activity that will result in a culture of awareness and prevention.”

In addition, USAREC teamed up with KSI/AchieveGlobal Corporation and created the Activating Change initiative to help build a more positive, motivating and productive climate the recruiting force, according to Master Sgt. Brian Hendricks, USAREC Training and Sustainment Division. The change training complements suicide prevention efforts because it demonstrates how to adapt to change and alleviate stress.

Lever added that the suicide prevention and awareness training has helped create a climate in which asking for and accepting help are not seen as signs of weakness.

“We want to eradicate the negative stigma that people think is associated with asking for help,” she said.

The command continues to provide all team members information about and access to the resources they need, wherever they are located.

As an example, she said that Army OneSource has doubled its counseling sessions available to Soldiers and families.

Military family life consultants and personal financial counselors are available across the command, as well.

“The MFLC/PFCs are value-added team members,” Lever said. “They are very successful – and they are not just a Soldier resource, they are a family resource, as well.”

The command is also finalizing an agreement with with Army Family, Morale Welfare and Recreation Command allowing Community Support Coordinators to work in the Recruiting Command footprint. These coordinators are one more resource available to support Recruiting Command Soldiers and Families.

### Soldier & Family Resources

#### Military OneSource

Soldiers and Family members can be provided up to 12 free, face-to-face short-term counseling sessions. Trained consultants are available 24 hours a day, 365 days a year.

(800) 342-9647

online at [www.militaryonesource.com](http://www.militaryonesource.com).

#### DCOE Outreach Center

Defense Center of Excellence (DCOE) for Psychological Health and Traumatic Brain Injury Outreach Center

toll-free: (866) 966-1020,

online at [www.dcoe.health.mil](http://www.dcoe.health.mil).

#### Suicide Prevention Lifeline

(800) 273-TALK (8255)

#### Wounded Soldier and Family Hotline

(800) 984-8523

#### USAREC Chaplain

(888) 204-7660

#### Soldier & Family Assistance Program Manager (SFA)

(800) 790-0963 (referral)

#### Military & Family Life Consultant Program (MFLC)

(877) 883-4549

To ensure incoming Soldiers' needs are met, Lever said that recently redeployed Soldiers continue to complete the necessary reintegration activities, including medical and behavioral health screenings, before they come to the command, and Center One screens all Soldiers at the schoolhouse.

The Army's Suicide Prevention Task Force has implemented a number of recent improvements to Army health promotion, risk reduction and suicide prevention programs. These improvements include the completion of major revisions to Army health promotion policy.

“It's not that the Army lacks programs to confront the problem of suicide,” said Brig. Gen. Colleen McGuire, Director, Army Suicide Prevention Task Force. “The long-term challenge is determining which programs are most effective for our Soldiers, and ensuring Army leaders, from junior noncommissioned officers to the most senior leaders, know how to help their Soldiers take advantage of these programs.”

*Additional information from Army Public Affairs*

# Suicide

## when destructive thoughts turn to actions

By Rachael Tolliver  
U.S. Army Accessions Command

**I**t probably started before the birth of her second child, but by the time she started back to work from maternity leave she was in full blown depression—and it only got worse. When it was all said and done, Staff Sgt. G, who agreed to this interview on the condition of anonymity, said that she went from thinking of suicide to trying to follow through with it.

She purposely mutilated herself to relieve the pain and stress she was feeling, because the physical pain was easier to handle than the emotional pain. Among her suicide attempts, she intentionally wrecked her car before eventually entering professional counseling.

“I would have liked some acknowledgement that ‘yes, this is a stressful environment and things got out of hand, and we’ll work with you on this and this will stay in-house,’” she said of the unit she was in before moving to Fort Knox, Ky.

But Staff Sgt. G didn’t feel there was anyone in her chain of command she could trust to talk to about the things that were going on at work, and what she was feeling and thinking.

She’s not alone. According to statistics released by the Army, there were 140 suicides in 2008, and 88 suicides from January through early July 2009.

But those numbers don’t include the hundreds of suicide attempts—and they don’t include stressed-out family members of Soldiers.

Sergeant 1st Class Earl McGhee, who was the Operations NCO for U.S. Army Accessions Command G7, on Fort Knox, is also familiar with suicide. He recently moved to another assignment, but not before telling his story at a USAAC suicide prevention class.

In 2004, almost a year into an activation period with his Reserve unit, he woke up from a much-needed nap to find that his 16-year-old son had overdosed on pills.

McGhee and his son’s mother had divorced several years before and his son felt he had something to do with the divorce. That, along with the fear that his father would soon be deployed to a combat zone and might never come home, were things over which his son was hurting and could not talk about.

“He wanted to [commit suicide] and thought he would be better off—he wouldn’t have the pain anymore and wouldn’t have to worry about me,” McGhee recalled.

Suicide seems like a solution to someone who is depressed but only because they feel trapped, aren’t thinking logically, and don’t see any other way out. Depression, panic anxiety, and most other behavioral health issues don’t differentiate



between gender, age, rank, civilian or military. And all too often it ends in suicide.

In the case of McGhee’s son and Staff Sgt. G, the outcome was a reestablishment of life. McGhee’s family—he has since remarried—spent more than a year in counseling, to the benefit of his son. And Staff Sgt. G—after a near breakdown—voluntarily spent some time in a rehab setting, was prescribed regular medication to take, and now sees a counselor once every two weeks.

But the outcome is not always so positive, especially if no one sees the signs or the individual in crisis doesn’t have a battle buddy.

Depression is a fact of life, everyone is going to have a bad day, and everyone will experience events or issues that pile on top of one another. But it is not the occasional bad day, or string of days, that puts someone at risk, according to Lt. Col. Lance Raney, Deputy Commander for Clinical Services at Fort Knox’s Ireland Army Community Hospital.

“It stems from a pattern of bad days,” he explained. “Most people that kill themselves aren’t just having a bad day — they have had more than a bad day. They have lost their ability to cope with a bad day.”

He added that while something simple may have set them off, the context of how they are thinking, and what’s occurred before, changes their thought pattern.

An individual’s ability to cope with issues or repetitive bad events varies from person to person. Raney said some of it is based on genetics; some people are more prone to develop clinical depression than others, and others ability relates to childhood experiences, or up-bringing.

“There are tons of different factors that influence how we respond to stressors,” he explained.



Regardless of how the depression starts, Raney said that the clinical depression can change a person's perspective on what they see. Some things that might usually be an annoyance are felt as unbearable issues, or as people being hateful and ganging up on the depressed person.

For example, commanders might think they are helping Soldiers by removing them from a stressful job, but the Soldiers may not think so. Without proper communication and understanding, Soldiers may think they are suffering retribution for seeking clinical help.

connections to family and other support systems, good problem solving skills, and strong cultural and religious beliefs that discourage suicide."

But he said the negative image that surrounds mental health issues is something with which civilians and Soldiers both struggle.

"Unfortunately stigma about mental health issues continues to be a problem [because] the term 'mental illness' suggests that it's not the same as a medical or physical illness," Sajid explained.

"To some, the word 'mental' suggests

"My father had two mental events, what we used to call nervous breakdowns," he recalled. "He went through electroshock treatment twice. I was 17 years old, and I didn't understand much about that ... I lived in a home where I would come in and wonder if my dad would be alive when I got there or would he have done something to himself."

Snowden said his father lived to be 90 years old after undergoing treatment and counseling following his breakdowns. He said that counseling works and "there are success stories. People survive and live out a natural life."

Snowden further explained that a childhood best friend — who he was very close to even as an adult — committed suicide several years ago. Snowden said he knew there were issues, and knew his friend's family had a history of suicide. But he didn't get involved.

Later, he said, shortly after his friend's funeral, he vowed to never be on the wrong side of "what if I'd ..." ever again.

Because of that, Snowden has a deep personal interest in suicide prevention and conducts the first phase of the USAAC suicide awareness classes himself. He said depression and mental health issues are something that can affect everyone, and are treatable.

"Take the mask off. Show people where you are, let people see what you are going through and let them help," he urged.

*"Most people that kill themselves aren't just having a bad day — they have had more than a bad day. They have lost their ability to cope with a bad day."*

Lt. Col. Lance Raney, Deputy Commander for Clinical Services, Ireland Army Community Hospital

Stressors and bad days will happen to everyone, according to Dr. Muhammad Sajid, medical director at Lincoln Trail Behavioral Health System in Radcliff, Ky.

"Everyone's endurance limit to difficult events is different," he said. "Some protective factors [might include] effective clinical care of mental and substance abuse disorders, strong

that the illness is not a legitimate medical condition but rather a problem caused by your own choices and actions, and this prevents them from seeking any help."

As a teenager, Col. Mike Snowden, USAAC deputy chief of staff, said he was always waiting to see if something would happen to his father, who suffered from behavioral health issues.

## *Dispelling the myth that counseling will negatively impact a Soldier's future*

### ***"But my 201 file will show I've had mental health counseling!"***

According to Rob Burns, Accessions Command G1, counseling for behavioral health issues will not be noted in a Soldier's 201 file. Burns said that such counseling is medical in nature and no medical information can be placed in a 201 file. It is also a HIPPA violation. However, any incidents a Soldier creates through poor performance or bad behavior may be listed in a 201 file as the outcome of an event.

### ***"But anyone can put anything they want in my file!"***

Army Regulation 600-37 talks about what derogatory or unfavorable information can go in a personnel file. "The Army has to be very careful about what goes in a personnel file," Burns added. "Your official military jacket is a pretty important file and everyone sees it. You can get stuff expunged from it by going to the board of records."

### ***"Ok, but anyone can see my medical records!"***

No. What is included in a soldier's *medical file* can only be accessed by doctors, or people who have the Soldier's permission to see the medical file. There are a few circumstances in which a commander can get access to a medical file.

### ***"But my commander will retaliate against me."***

No, according to Lt. Col. Frank King, TRADOC Deputy Staff Judge Advocate, "There cannot be—it would be a violation of the law to punish a Soldier for seeking mental health support or for reaching out. "That question gets to the root of why we are doing what we are doing. We are concerned about this, take it seriously, and have the resources. Soldiers and leaders need to understand that it is a sign of strength that you know you need help and to reach out and get it."



**Recruiting spouse Rebecca Noah Poynter, pictured here with her husband Maj. Ronald Poynter, testified before the Senate VA Committee April 29 in support of the Military Spouses Residency Relief Act, which offers spouses the option of declaring a hometown state.**

# Army Wife *takes on* Outdated Law

By Fonda Bock, *Recruiter Journal*

**T**he sweet taste of victory and PCSing with fewer hassles may be at hand for Army spouse Rebecca Noah Poynter and thousands of other military spouses.

The Military Spouses Residency Relief Act, which would allow spouses the right to claim one state they call home and not have to change residency every time they move, is now pending in Congress.

“We’re on the Senate defense authorization bill and we’re in a really good position to get it passed,” said Poynter.

Poynter, who along with Navy spouse Joanna Williamson, did the footwork to get the bill initiated, has moved four times in nine years with her husband, Maj. Ronald Poynter, now stationed at the Medical Recruiting Station in Oklahoma City.

Every move has meant re-registering to vote, familiarizing herself with new representatives, standing in line to change her driver’s license and re-register her car, and having to file taxes

in multiple states, all impediments she wouldn’t have to deal with if she had the same rights as her husband.

Protected by the 1940 Soldier Sailor Relief Act, service members are allowed to declare a permanent state of residency for the duration of their military service. The outdated law was written during a time when most women didn’t work, own property or a car. Currently, there are about 750,000 military spouses, 92 percent of whom are women, with lifestyles much different than in 1940.

Poynter was inspired to take action when after moving from Texas to Maryland she had to take a substantial pay cut, even though her Texas employer actually transferred her with the same job and salary. Because she had to start paying state and local taxes in Maryland, whereas in the Lone Star state she did not, her paycheck came up 10 percent short.

“I don’t know that I wanted to be the one to stand up,” said Poynter, “but it was the right thing for me to do to say

this bill needs to be changed and I can help work toward getting it changed.”

Two years ago she petitioned Congressman John Carter, who represents Fort Hood. Sympathetic to the plight of military spouses, Carter initiated the bill. The Senate version is sponsored by Richard Burr.

While in the Washington area, Poynter worked with Williamson to petition every senator. The two set up a phone campaign on Facebook to reach house members. The site now has 5,500 registered users and every week grows by about 100 military spouse members who are petitioning their representatives for change.

Testifying before the Senate Va. Committee in April, Poynter said spouses bear the burden of handling the challenges of constant moving.

“Here are just a few examples based on the likelihood the spouse is a female: while he can register the car in his home state, she can’t. He votes in his home state, she votes in the one where they reside. She has a new congressman at each location; he keeps his familiar representative. He has one driver’s license, which can be renewed by mail. She must stand in a long line to obtain a new one and pay a fee. The Military Spouses Residency Relief act can eliminate these hassles.”

For her work on this bill, Poynter was nominated by USAREC for the Margaret C. Corbin Award for volunteering. Created in 2008 to honor spouse volunteers within TRADOC, it’s named after Margaret C. Corbin, who fought alongside her husband and was seriously injured during the American Revolution.

Poynter graciously accepted the award on behalf of the thousands of military spouses who’ve petitioned their representatives.

“I’m just very honored. I’m accepting this on behalf of all these other spouses who would like to see this change for various reasons.”

# Secretary of Army Honors Top Recruiters

Story and photo by  
C. Todd Lopez  
Army News Service

**T**he Army's best recruiters and career counselors were honored during a ceremony Aug. 5, at the Pentagon for their contributions to the all-volunteer force.

This year, for the first time, a medical recruiter was named Army recruiter of the year.

"It was an honor — I don't think they took us as seriously as maybe we would have liked them to," said Army Recruiter of the Year, Sgt. 1st Class Anika Anderson-Hack, 5th Medical Recruiting Battalion. "So I think it was a bit of a surprise to them that a medical recruiter would actually bring home the hardware."

Anderson-Hack's job is to get doctors, nurses and dentists to join the Army — people who already have college degrees and are looking for jobs in the civilian world.

"We have a difficult mission because we have to find medical professionals and get them to want to serve their country," she said. "Most of the people in a medical career are there because they want to serve somebody. We have to convince them to give that service to Soldiers."

In 2008, Anderson-Hack was able to convince 12 civilians to become Army medical officers. That was double the mission that was given to her. And this year, she's on target again for her mission and hopes to again get 200 percent of her target.

"The Army doesn't stop needing doctors and nurses," she said. "So I can't stop providing them."

Sgt. 1st Class Shateria Rahming, Miami Recruiting Battalion, was named Army Reserve Recruiter of the Year. She said convincing high school graduates to consider the Army is no problem — it's the parents who need convincing.

"You have that mom and dad saying, no, my child is not going in the Army," she said. "[I] have to tell them my story —



**Sergeant 1st Class Anika Anderson-Hack, 5th Medical Recruiting Battalion, poses with Secretary of the Army Pete Geren after the Aug. 5 Pentagon ceremony honoring the Army's top recruiters and career counselors**

what the Army has done for me and what it can do for their child."

Talking about college money helps too, she said. Some kids want to join up with the Reserve so they can have the money to go to school, because there's just no other way to make college happen.

"I tell the kids I can pay for your college and you can serve in the Reserve part time," she said. And for parents, "Some of them you say, this is what your kid wants to do. He's not getting that scholarship...let him go to school. I have to be as honest as possible with the parents."

During the ceremony to honor the award

recipients, Secretary of the Army Pete Geren commented on how important recruiting and retention are for the Army.

"Recruiting and retention are two sides of the same coin, and are critically important to the health of our Army," he said.

Geren said the Army this year will recruit some 150,000 Soldiers into the active-duty force, the Army Reserve and the Army National Guard. To get those recruits, the Army must compete with industry for the best — the top 30 percent of young Americans — to fill its ranks.

"It's the same young people everybody in industry is after," Geren said. "They have a lot of choices and we are able to attract them into this Army because they want to be a part of something greater than themselves and because we have our outstanding recruiters out there."

Other Soldiers recognized during the ceremony were: Sgt. 1st Class Strate V. Flessas, Army Career Counselor of the Year, Sgt. 1st Class Boris O. Cornejo, Army Reserve Career Counselor of the Year, Sgt. 1st Class Gonzalo L. Fernandez, Army National Guard Recruiter/Retention Noncommissioned Officer of the Year and Sgt. 1st Class Theresa J. Lambert, Army Reserve-Component Career Counselor of the Year.



Showing Army Strong are Spc. Alexis Ramos, Fort Carson boxing team, Phillip Mucker, PaYS analyst, Spc. Adrian Orrostieta, Fort Carson boxing team, and Capt. Nin Cuevas, Far-West Outreach officer, West Point.

MARCELINO MORALES, PAYS

# PaYS Showcases Army Opportunities in Puerto Rico

By Shae Warzocha  
Partnership for Youth Success

Two Partnership for Youth Success representatives participated in the 2009 League of United Latin American Citizens (LULAC) National Convention in July in an effort to highlight Army opportunities, as well as rich history of Hispanic service in the U.S. Army.

The PaYS team — Marcelino Morales and Phillip Mucker — represented the numerous civilian companies and government agencies who seek to hire veterans with Army experience and Latin heritage. The Army has PaYS partners in Puerto Rico, the location for this year’s convention, providing career options in banking, security and construction.

“Attending the conference provided exposure to other attending companies and agencies and generated several potential PaYS Partners,” said Morales.

The PaYS Program provides career opportunities to veterans who bring cultural diversity to its many Partners. The Army booth at this year’s LULAC Convention, supported by the

PaYS team, inspired several companies and agencies to seek partnership while showcasing the high quality and diversity of Soldiers — tomorrow’s veteran employees.

During the President’s Reception Morales met with retired Maj. Gen. Felix Santoni, the Puerto Rico Civilian Aide to the Secretary of the Army.

“When I told him how the PaYS Program could bring quality veterans back to work in Puerto Rico companies and agencies he pledged his support.” Morales said.

The PaYS team was one of many showcasing the many opportunities available in the Army. The Army booth featured the 2009 Armed Forces Junior Chef, Spc. Javier Muñiz, a Puerto Rico native and Fort Bragg, N.C., culinary team member. He enticed the crowd with delicious aromas from his demos and stories from his culinary career before joining the Army and all the experiences he brought with him to the culinary competition, including owning his own restaurant before joining the Army. The Army booth also flexed its muscle when two members of the Army Boxing Team from Fort Carson shared their Olympic Boxing experiences.

# Red Stick Bowl

By Jennifer Villaume, Baton Rouge Battalion

## Battalion Invests in Game to Benefit Army, Community

“Sponsorship is one of the best forms of marketing,” said Sgt. 1st Class Terry Peterson, Cortana station commander. “Executing a great event brings together the Army image and brand, creates awareness and allows for engagement and connection to the community — all of the elements you need for successful recruiting.”

The Baton Rouge Battalion has developed such a community event by energizing a football game with Army promotional expertise, personnel and battalion assets. Top high school football athletes from the greater Baton Rouge area played in the U.S. Army Red Stick Bowl before a packed crowd at Olympia Stadium in December.

The Red Stick Bowl “is an Army event that is not direct recruiting. It shows total Army involvement in the community and awareness with high schools, families and faculty,” said Sgt. 1st Class Karen Urban, local station commander.

The prestige of being the title partner of the Red Stick Bowl since 2006 has enhanced the Baton Rouge Battalion’s recruiting efforts in a myriad of ways.

More than 5,000 people attended the 2008 Red Stick Bowl, gaining awareness about the Army and fostering a connection to the Soldiers present.

The Baton Rouge Recruiting Company hosted a large Future Soldier event prior to the game, inviting 42 new recruits and 25 of their guests for physical challenges and food. After practicing drill and ceremonies, Baton Rouge Company Commander Maj. Dion Freeman spoke with the Future Soldiers and their guests and conducted a promotion ceremony for the Future Soldiers.

“The event lets the Future Soldiers feel that they are a part of the Army and in turn, that teamwork boosts [their] morale,” Urban said. “It also allows them to see recruiters in a normal environment with family and friends.”

Participating in the high profile, local sports event also presents the Baton Rouge Battalion an ideal opportunity to reach the school market. This year, recruiters gained access to high schools that were traditionally considered off limits.

“Traditionally, private schools are hard to enter. This athletic event fostered a cooperative environment for both the students and the recruiters,” Freeman said. “The students became the advocates, positively changing the perceptions about recruiting and the Army.”

Not only are high school and college students involved and engaged at the game, but so are parents, teachers, coaches, business and community leaders — all assisting in building a



Dennis Lorrio, head coach of Thibodeaux High School, presents the game ball to the team defense of the Golden Knights. Next to him are sport broadcaster Gordy Rush and Staff Sgt. Jermaine Massalene of Hammond Station, La.

grassroots community relations program in Baton Rouge.

The partnership is founded on the premise that the value of all partners together is worth more than either can achieve on its own.

“If it weren’t for the Army, and everything that goes with it, we wouldn’t be where we are today,” said Barrett Murphy, a former coach and co-founder of the Red Stick Bowl.

By involving the local talent, the battalion and the Army brand were included in every broadcast the day of the game.

Former Louisiana State University star and current Baton Rouge radio personality Gordy Rush conducted sideline interviews with Baton Rouge Battalion Commander Lt. Col. Robert Sanchez, Command Sgt. Maj. Michael Mathis and the local recruiters throughout the game, giving them the opportunity to talk about the Army and the recruiting mission. Rush, who is also the voice of LSU football, volunteered his time and voice to assist in promoting the Red Stick Bowl on area radio stations, as well.

The Red Stick Bowl and the Baton Rouge Battalion built an event on a platform of shared values that will continue to benefit the Army and the community throughout the upcoming year.

“The game is always played in December, so we hope to sponsor it again this year,” said Peterson. “In the Baton Rouge area, it has become a winter tradition. The high school athletes really feel great being a part of the game. It is a great honor to be selected to play — they are the best of the best, just like our Soldiers.”



# Time to Fly

Story and photos by Rachael Tolliver, U.S. Army Accessions Command

**W**hen Lt. Heather Cupitt was a small child she had a dream of being a pilot.

“My dad was in the Marines and when I was very young he would always show us clips of him being on the USS America during Vietnam working on the F4 Phantom,” she recalled. “Seeing him around aircraft made me realize that if my dad could work on them then maybe I could fly them. That got me interested in aviation just being around that environment.”

Now, at the ripe old age of 23, Cupitt has not only learned to fly, she diversified — and added a transcontinental air race for women into the mix just for fun.

Cupitt’s voyage started with a patriotic desire, and financial consideration.

“I joined ROTC because I always wanted to be in the military,” she said. “My dad was in the military during Vietnam, and my grandfather was in the Army, but now there isn’t anyone in my family in the military, and I think that everyone should have at least one person in their family serve.”

But, she added, she’d already been accepted to Embry-Riddle University — a school well known for its aviation and aerospace education — in Daytona Beach, Fla., and that it wasn’t a cheap school. She heard about ROTC through a college fair at her high school.

After examining the program she learned that she could have the opportunity to go to school, be in the military, and not worry about the financial burdens that accompany an education.

“The Army Reserve offered me a two-year scholarship,” she recalled. “They gave me money to go school for [my junior and senior years], they paid for my tuition, gave me book money and a stipend which helped to paid for rent and food each month. So I didn’t necessarily have to worry about [making time for] ROTC, going to school and learn how to fly, and getting a job. They help you take care of that.”

While the university may have taught Cupitt to fly, she said the ROTC taught her other valuable skills.

“One thing ROTC taught me was time management. Going to school and classes I got to pick my schedule. I had required ROTC classes — and on top of that I had flying,” she said. “It taught you how to balance time, how to balance your friends and your family, and leadership skills.”

And she has lots of friends.

“It was like a big family,” Cupitt added. “We pretty much did everything together — I was very fortunate because we had a close class and I would have missed out on the great opportunities had I not gone ROTC.”

*“I’m itching to go on my first deployment and can’t wait for my experiences, whether good or bad. I am really excited about it.”*

After she accepted her scholarship — she contracted when she was a junior — she drilled with a local Reserve unit through a program called the Simultaneous Membership Program, until she commissioned as a second lieutenant. That way she could shadow the unit’s officers and learn what being an Army officer was about.

Part of her education included learning to first fly a Cessna 172, then she moved onto gliders and seaplanes — and Cupitt used her flying skills immediately after graduation to prove a point — she was ready to fly.

As a 21-year-old, she had an opportunity to fly in the Air Race Classic. Embry-Riddle and the Army ROTC program helped sponsor her so she and her teammate could compete. They flew from Daytona Beach to Oklahoma City where the air race started, then to Nebraska, Kansas, Kentucky, New York, Vermont and Maine, and ended in Fort St. Johns, British Columbia.

“Embry-Riddle had never competed in the air race before — it was [my first air race], as well,” she explained. “We placed 3rd place in the college teams.”

One of 47 two-woman teams, she flew in a Seneca 172, establishing her fastest time so far, and flew over 4,000 nautical miles. She practiced not only what she learned about flight, but what she learned about confidence, leadership, time management and responsibility.

And then Cupitt made another decision she said has taken her closer to all her goals — she chose to serve in the Army Reserve after graduation because she said it offered her more of what she wanted. She was allowed to select her branch — aviation — and she could stay close to home and maintain a civilian life as a flight instructor.

“And I got to go to all the same schools they do in the active Army. When I first contracted with the ROTC they gave me the opportunity to go airborne school,” she explained. “Then when I contracted and commissioned with the Army Reserve I was slotted to go to flight school and there are a

number of schools that are required for flight school. The Army Reserve completes all the required schools just like active duty.

“We get the same opportunities as they do — I got to go to SERE school, to Dunker school, and I got ... the German Armed forces proficiency badge.”

Dunker school teaches pilots what to do if they crash in water, while SERE (Survival Escape Resistance and Evasion) school is required training for every military aviator. Cupitt explained that the three-week survival school teaches pilots how to evade, resist and escape capture.

“It is one of the best schools I have been to. It teaches you confidence if you crash and have to leave your helicopter, teaches you how to evade the situation and resist capture and it lets you work with a team of people,” she said. “And also gives me the confidence to do those tasks on my own.”

She said in her four years in the Army Reserve she has had her ups and down — her favorite so far was learning to hover in a helicopter and her most challenging moment so far was her time in SERE school. But through it all she has had the praise of her husband — a Kiowa helicopter pilot — and her parents.

“Mom and dad are very excited for me,” Cupitt said. “Mom thinks it’s great that I am a female in the Army, and my dad will brag to their friends and our family any time ... because they are so proud of my accomplishments and how far I have come,”

Yet she said her most exciting moment is on the immediate horizon — she volunteered to deploy to Iraq in October.

“I’m itching to go on my first deployment and can’t wait for my

experiences, whether good or bad I am really excited about it,” she explained. “I was in flight school for the last year and a half and I have friends who I commissioned with who are already back from Afghanistan or Iraq.

“I feel like it is my turn to go. It’s a right of passage — being in the military, and deploying and sharing your experiences with other people.”



**Chief Warrant Officer Daniel Bryner and Lt. Heather Cupitt conduct a preflight inspection of a Chinook helicopter at Fort Lewis, Wash.**

# Ad Campaign Highlights

## Leadership Opportunities

U.S. Army Accessions Command G7

Inspiring strength in others is the theme of the Army's groundbreaking Officership advertising campaign launched Aug. 3. This historic campaign, which for the first time is advertising to recruit Army officers, offers a challenge to the next generation of leaders.

"Serving as an officer in the U.S. Army is a path to lifelong success. We want future leaders to understand that through Army Officership, they will acquire a wide range of tangible skills that will be of great value personally and professionally across a lifetime — in the Army and in the civilian community," said John Myers, a U.S. Army Accessions Command spokesperson.

From General George Washington to lieutenants serving today, Army officers shape American history. In this campaign, Army officers tell their stories in television ads, Web videos, interactive media and public relations events to raise awareness of the four paths to become an officer. Those paths are the Army Reserve Officers' Training Corps (ROTC), the Direct Commission program, Officer Candidate School (OCS) and the U.S. Military Academy at West Point.

Recruiters should make themselves familiar with this campaign and the options and opportunities for a young

person who may be interested in becoming an officer, and recognize potential officer candidates who could be referred to ROTC programs, OCS, or the U.S. Military Academy.

The television ads are designed to inform viewers about the possibilities of becoming an officer and encourage them to seek more information by visiting [www.goarmy.com/officer](http://www.goarmy.com/officer). This Web site provides a wealth of additional information through longer form videos that compellingly describe the paths to Army Officership. It features an introductory video and four Officership path videos, with current officers capturing the reasons why they chose to become officers.

"The Army realizes that our future leaders spend considerably more time online and use a variety of interactive means to seek information and connect with others. Our efforts will inform and inspire the next generation of leaders for our Army and our nation. We want to



generate awareness, enthusiasm and understanding about what it means to be an Army Officer and the paths to Officership," explained Lt. Gen. Benjamin C. Freakley, commander of U.S. Army Accessions Command.

This national multi-media advertising campaign also includes media and community outreach efforts. The Army will work with colleges, universities and community groups in Philadelphia, Chicago, Atlanta, Detroit, Miami, Los Angeles and Puerto Rico in a series of panel discussions and information sessions. Featuring representatives from each Officership path, these events will build grassroots support among communities, educators and students.

### Officership television Ads

**"Anthem"** presented in 60-second and 30-second versions, showcases powerful images of Army officers from the founding of our nation to today's missions around the world.

**"DePinto"** a 30-second ad, features Joseph DePinto, a West Point graduate and former Army officer who is the president and chief executive officer of 7-Eleven. He demonstrates leadership skills that have served him in the Army and in business.

**"Garner"** a 30-second ad, features Maj. Benjamin Garner, an active duty officer assigned to the Missile Defense Agency. He illustrates the educational opportunities and technical skills afforded through Army Officership.

**"Padron"** a 30-second ad, features Maj. Otto Padron, an Army Reserve officer who is Senior Vice President of a national television network. An immigrant to the U.S. as a child, he is serving his adopted country as an officer and a business leader.



# Trading Recruiting Skills for Power Tools

*Story and photos by Julia Bobick, Editor*

For the 19 2009 USAREC Sergeant Audie Murphy Club inductees, this year's trip to Fort Knox was for more than just a ceremony.

It also included a day of drywalling a house – the entire house.

SAMC inductees Staff Sgt. Chad Sadlier and Sgt. 1st Class Rosella Scott work on the Habitat home.

For the first time in the USAREC Sergeant Audie Murphy Club's history the induction event included a day of community service at a Hardin County Habitat for Humanity home site.

"One of the four tenets of the SAMC is caring. To represent that, we engage in volunteerism in our communities," said 1st Sgt. Katrina Herzfeld, USAREC Headquarters Company first sergeant and a Forces Command SAMC member. "A lot of times Audie Murphy members forget that piece of it. This is why we do this club – it's not to get promoted. This induction ceremony is just a start of a career in this club."

Despite ending the humid, 85-degree day dripping with sweat and covered in drywall dust, the noncommissioned officers agreed that it was a rewarding experience they were proud to be involved with. When they arrived in the morning, the interior was still just the studs; when they left at the end of the day it was nearly completely drywalled and ready for the next phase of construction.

"It was a fantastic opportunity, I had such a good time," said Sgt. 1st Class Lindsay Dally, a health care recruiter in the Seattle area. "It was a great feeling knowing I was doing something for someone else. I think volunteerism in and of itself is a great thing."

Sergeant 1st Class Jessica LaPointe, who has never before worked any type of construction, said she was very nervous at the start, hoping she didn't put nails in the wrong place and having the house fall down.

"I found it to be very rewarding," she said. "I'm watching this whole house being built and it's exciting being part of such a big project like that."

The build inspired LaPointe, who is an active volunteer in youth sports programs, to look into potential Habitat for Humanity programs in her recruiting area, as well as guide her recruiters in finding their own volunteer niche in their communities.

Staff Sgt. George Smith III, a large station commander in Lenexa, Kan., said it means a lot to him at this point in his career and his life, to be able to give back to his community.

"Being an NCO has always been about leading by example, leading from the front," Smith said. "Since I embarked on this journey to become a member of the Sergeant Audie Murphy Club, my Soldiers have taken notice and begun asking what it takes to be a member and a true leader. I'm trying to lead by example to show them a path they can take to leave a lasting legacy that they want to emulate."

He added that it means a lot to him that his Soldiers want to follow in his footsteps, and that he's influencing and making a positive impression on them.

Plano, Texas, Recruiting Station Commander and SAMC mentor Sgt. 1st Class Neil Shaw also said it means a lot to him to once again have someone in his station inducted into the club - his assistant station commander, Staff Sgt. Isaac Bray.





**Bruce Singer, Hardin County Habitat for Humanity, helps Sgts. 1st Class Lindsay Dally and Ashford Harrison measure and cut drywall for installation at the Hardin County Habitat home build Aug. 4. Left: Sgt. 1st Class Carol Balderas installs a sheet of drywall. Top Right: Habitat construction foreman Howard Gatlin and Staff Sgt. Michael Schultz cut drywall for the ceiling.**



“He’s my best Soldier, hands down – an awesome leader with a world of potential still,” Shaw said following the induction. “I’m an old guy; he’s the fifth person I’ve inducted. I’m winding down on my way out. I have a 20-year-old son in the Army and it kind of warms my heart to know that he’s left in the hands of leadership like Sergeant Bray. Everything about him is right.”

During the induction ceremony, guest speaker and retired USAREC Command Sgt. Maj. Roger Leturno challenged the inductees and all noncommissioned officers in the audience to use their talents to not only improve their units, but also their Soldiers.

“They look up to you,” he said. “Train them, mentor them, make them into tomorrow’s leaders.”

Dally said that her induction into the SAMC “is more about my Soldiers and being a great mentor and leader for them than it is anything else. That’s really what makes it a greater honor – it’s about being a great leader and mentor for your Soldiers.”

Current USAREC SAMC president Sgt. 1st Class Brian Marvin said he’d like to see a lot more volunteerism within the organization and more active mentorship by the NCOs across the command for those younger recruiters who are coming into USAREC. He said the club has a lot of potential for expansion, and additional community service projects.

Club members interested in a more active role in the organization are encouraged to e-mail Marvin at [brian.marvin@soar.army.mil](mailto:brian.marvin@soar.army.mil). He is seeking nominations by Oct. 31 for president, vice president, secretary and treasurer, as well as brigade and battalion SAMC mentors/representatives. He said even newly inducted members can become club officers.

Herzfeld is looking to expand the command’s Habitat for Humanity involvement in the future by establishing a USAREC build day. She said the idea is that wherever Audie Murphy members are located in the command, they can pick a day during a scheduled USAREC week and find a build in their local area that they can support.

“What better way to demonstrate what being a Soldier, an NCO and a Sergeant Audie Murphy Club member are all about.”

#### **2009 USAREC Sergeant Audie Murphy Club Inductees**

Sgt. 1st Class Carol Balderas, Seattle Recruiting Battalion  
 Sgt. 1st Class Enrique Cruzfeliciano, Miami Recruiting Battalion  
 Sgt. 1st Class Lindsay Dally, 6th Medical Recruiting Battalion  
 Sgt. 1st Class Ashford Harrison, San Antonio Recruiting Battalion  
 Sgt. 1st Class Jason Krogstie, Nashville Recruiting Battalion  
 Sgt. 1st Class Jessica LaPointe, Baltimore Recruiting Battalion  
 Sgt. 1st Class Daniel Lucas Jr., 1st Medical Recruiting Battalion  
 Sgt. 1st Class Demetre Riles, Special Operations Recruiting Battalion  
 Sgt. 1st Class Hector Milian, Mid-Atlantic Recruiting Battalion  
 Sgt. 1st Class Rosella Scott, Baltimore Recruiting Battalion  
 Staff Sgt. Isaac Bray, San Antonio Recruiting Battalion  
 Staff Sgt. Bryan Burton, Baton Rouge Recruiting Battalion  
 Staff Sgt. Jennifer Connelly, 6th Medical Recruiting Battalion  
 Staff Sgt. Shandra Roberts, Jacksonville Recruiting Battalion  
 Staff Sgt. Chad Sadlier, Seattle Recruiting Battalion  
 Staff Sgt. George Stepanenko, Columbia Recruiting Battalion  
 Staff Sgt. Michael Schultz, Syracuse Recruiting Battalion  
 Staff Sgt. George Smith II, Kansas City Recruiting Battalion  
 Sgt. Shane Ferguson, Denver Recruiting Battalion

# Leveraging Local Advisory Boards

to  
Address Challenges,  
Generate Tangible Results

By Amanda Huneke, Weber Shandwick

The community advisory boards in the agency-supported demonstration markets of Baltimore/Washington, D.C., Dallas, Detroit, Los Angeles, Miami, Philadelphia and Puerto Rico have been such a success that more battalions are building advisory boards in their own markets.

Using the U.S. Army Grassroots Community Relations Playbook as a guide, initiatives have started in Chicago, Columbia, S.C., New York City and Tampa, Fla.

Chicago Battalion Commander Lt. Col. Ed Box and his staff began engaging centers of influence (COIs) through national events executed locally and took advantage of networking opportunities throughout the Chicago area. In June 2008, the battalion hosted a kick-off event, incorporating a local NHRA race and the Army's 233rd birthday to build community awareness and create networking opportunities. The first event was attended by Lt. Gen. Freakley, commanding general for Accessions Command and 60 key COIs.

The Chicago board has more than 350 members. Topics of discussion for each meeting are tightly focused, allowing the

battalion to target 45 to 60 appropriate COIs. The August meeting focused on job opportunities. Human resources directors and CEOs of current and potential PaYS partner organizations attended.

The battalion's targeted efforts have already generated referrals and networking opportunities, helped connect the battalion more directly with the local media and multicultural leaders, and recognized Future Soldiers and their families through COI-facilitated dinners to build awareness.

The Miami Battalion has also benefited from a local advisory board according to Col. Rodney Symons, former commander of 2d Brigade. It's helped build stronger relationships with local media. Claudia Puig, senior vice president and southeastern regional manager for Univision Radio, worked closely with the battalion to coordinate a Golden Knights jump for two prominent Miami deejays. The radio personalities broadcast live from Fort Bragg, N.C., and are now strong Army advocates in the community. They continue to engage local Army recruiters on their morning show and regularly showcase Army opportunities.

To build on initial board success, it's important to continually engage board members. Ask them to commit to ongoing engagement activities such as:

- ◆ Reaching out to school administrators and policy makers who are limiting Soldiers' access to students
- ◆ Writing letters to the editor or newspaper opinion commentaries on the opportunities available through Army service
- ◆ Speaking at local Army events or working a booth at prominent colleges and career fairs
- ◆ Recommending more local companies become PaYS partners
- ◆ Writing thank you letters or making thank you phone calls to local Soldiers and their families

The U.S. Army Grassroots Community Relations Playbook is an easy-to-use resource for personnel in the field. To maximize the site, the playbook will undergo a redesign to include additional templates and documents for use by the field, more context around other advisory board initiatives and an updated navigation toolbar. If you have any questions about advisory board efforts or the upcoming playbook redesign, please contact Denny Shields at [dshields@webershandwick.com](mailto:dshields@webershandwick.com). Find the playbook online at [armygrassrootsplaybook.com](http://armygrassrootsplaybook.com).

*Amanda Huneke is an account executive with Weber Shandwick, the Army's public relations partner on the Army Strong recruitment campaign and part of the McCann Worldgroup. Ms. Huneke can be contacted at [ahuneke@webershandwick.com](mailto:ahuneke@webershandwick.com).*

# DON'T TRY THIS AT HOME



## Leave it to the Professionals

By Lucas Hutton, RRS-Training

An Army recruiter posted on Recruiting ProNet last year to ask other recruiters for help in creating advertising flyers and handouts. A half-dozen or more recruiters and station commanders quickly posted samples of their own work.

The recruiter was grateful for the help, of course, but there was a problem. None of these home-made products came close to meeting the standards for Army advertising.

“The recruiter telling his or her Soldier story in their own words is our best advertising,” said Steve Lambert, USAREC’s marketing expert. Lambert heads the Marketing Division in the office of the Assistant Chief of Staff, G7/9. “Recruiters should be in the business of recruiting, not designing advertising materials.”

Advertising, Lambert added, “is an art and a science best left to the professionals.”

In addition to more than 30 years in advertising on both the practical and academic side of the house, Lambert is well versed in marketing theory and design.

Lambert explained that experts have spent years studying effective advertising design. Professionals “know what looks good to the reader’s eye,” Lambert said.

The typical “home-made” flyer or handout fails a number of tests and simply lacks polish and eye appeal. Samples collected from Recruiting ProNet share serious problems, including factual errors and poor grammar, punctuation, and spelling. Mixed fonts, over-use of all-caps and bold type, poor graphics, poor print quality, and clunky layout give these products an unattractive and amateur appearance.

“The Army spends a lot of money for professional designers to produce high-quality products,” said Lambert. Even professionals must consult a 66-page Army advertising style guide. All advertising materials must conform to very precise design rules laid out in the guide, so that all contacts that prospects and influencers have with Army advertising convey the same visual consistency.

The style guide covers every element of advertising art: the lozenge format, the palette of background colors, the choice



and size of fonts, the size and placement of the Army logo, the shape and size of graphic elements, and much more.

Those guidelines apply to everything from simple brochures to billboards. The standards ensure that the public — especially the people recruiters are trying to reach — instantly recognize the item as coming from the U.S. Army. In the industry, this is referred to as ‘brand synergy’ and is critical for brand awareness.

“No doubt the recruiter’s intentions are good,” said Lambert, “but the highly consistent and professional appearance of our standard promotional items does a much better job of advancing the recruiting effort.”

One reason not to take the do-it-yourself approach is that USAREC policy prohibits the use of unapproved advertising. USAREC Reg 5-3, Local Marketing Program Planning and Execution, directs commanders to use the ready-made materials available in the on-line Media Advertising Placement System (MAPS).

The regulation notes that using the materials in MAPS ensures that local advertising remains “consistent in style and tone with the dignity of the Army and the seriousness of its mission.”

The regulation also requires recruiters to use the templates built into Recruiter Zone (RZ) for local e-mail campaigns. The brigade Advertising and Public Affairs (APA) officer must approve any materials that are not part of the MAPS catalog or RZ template set. In addition, locally prepared TV, radio, and Internet advertising materials require USAREC approval.

Not unlike any national organization with regional offices, the Army brand deserves no less than the visual consistency you would expect to see for any other national brand.

# Flexible Online Training Now in RRS Arsenal

By Donald Copley  
Recruiting & Retention School

In an effort to support existing doctrine on leadership and counseling, the Recruiting and Retention School (RRS) is offering online training sessions to provide recruiters opportunities for continued development.

Taking into consideration the many mandatory training requirements being conducted throughout the command, the RRS wanted to provide pre-packaged certified training via VCS that allows commanders and recruiters more flexibility in planning and executing additional training requirements.

“As we continue to support our field force and instructors, we will continue to pioneer innovative and dynamic training,” said Col. James H. Comish, RRS. “We understand the importance of having ready and relevant courseware for all concerned. We are striving to dissolve the lines between institutional, organizational, and self-development learning domains. As a result, we are providing a truly unique blended learning platform like none other in the Army.”

These voluntary sessions, which will be facilitated by certified RRS trainers, can also be scheduled for company training requirements. Each of the eight interactive 90-minute sessions is designed to help recruiters work through many of the common issues they face in the field. These lessons include analytical and verbal practical exercises.

These lessons will be offered as an open enrollment during specific times, as described on the RRS Web page at [www.rrs.army.mil](http://www.rrs.army.mil) under the ‘Live Training’ link. Commanders may also coordinate additional times with the RRS. E-mail any questions to Don Copley at [donald.copley@us.army.mil](mailto:donald.copley@us.army.mil) or Sgt. 1st Class Scott Lewis at [scott.alan.lewis@us.army.mil](mailto:scott.alan.lewis@us.army.mil).

These training sessions have also been integrated into the station commander, first sergeant and newly developed senior master trainer resident courses. The schoolhouse has received good reviews of this customized training material from students.

The following modules are being offered:

- Conflict Resolution - *Goals*: reduce tension, defuse negative emotions, maintain harmony, and create a positive emotional/motivational environment
- Listening in a Hectic World - *Levels*: how we listen; *Barriers*: What gets in the way; *Distracters*: what pulls our attention away; and *Strategies*: ways to stay focused and keep our attention.
- Speaking to Influence - Refresher on the communication process
- Roles of a Coach - The six roles of a coach and how to enhance your individual application of each.
- Providing Constructive Feedback - The five steps to quality feedback and improving your coaching session.
- Focus on Human and Performance Development  
The three phases of managing human and performance development.
- Coaching Upwards within the Command - Coaching up the chain of command. Analyze, prepare, and deliver a communication to your superior.
- Coaching Tool Kit – Two-part coaching tool kit manual. Part one is performance coaching tools and part two is activating change tools.  
[www.rrs.army.mil](http://www.rrs.army.mil) — click on ‘Live Training’

# Driving In-text-icated

By Sgt. Robert Knauer  
Delaware Army National Guard

How many things can people do behind the wheel besides drive? It's not bad enough that some folks yak on the phone, oblivious to what's going on around them. Some aren't satisfied until they're trying to steer, hold a cell phone and key-in a message all at one time. Can you do that with two hands? More importantly, can you do that with one brain?

I consider myself a pretty cautious driver, always being mindful of others around me on the road. Staying aware of my surroundings has allowed me to dodge deer, drunk drivers and flying tires. Also, I never want to know what a .08 blood alcohol content feels like because I don't want to be on the side of the road taking a breathalyzer test. So far, I've managed to stay accident-free for the past 12 years.

Not that I haven't pushed my luck. During the last three years, I got caught up with text messaging. I initially hated texting and didn't see any point to it. Keying in a message took twice as long as calling and you had to pay extra for the luxury of this headache.

However, as it became commonplace, I grew accustomed to texting and it became a part of my everyday life. My friends and I would communicate via text whether I was at home, work or driving my car. Because I thought it would be more "high speed," I even got a new phone with a QWERTY keyboard, which was a lot easier and faster than using number keys.

After going to work as a safety specialist with the Delaware National Guard, I regained a strong grasp on being safe and promoting safety. During some research, I came across an article that piqued my interest. The article, which was based upon a study conducted in England, stated text messaging while driving is more dangerous than driving under the influence of alcohol.

As I read the article, it really changed my way of thinking. It showed text messaging reduced reaction times by 35 percent, compared to 12 percent for drunk drivers and 21 percent for those using marijuana. The article reported text-messaging

drivers have 91 percent worse steering skills (staying in their lane) than drivers paying full attention to the road. The article also stated it took an average of 63 seconds to compose a text message compared with 22 seconds when sent from a desk. A multitude of disasters can happen in 63 seconds.



## Steering skills degraded 91% when texting

That got my attention. While I'd never be foolish enough to drink and drive, I have texted complete conversations while driving.

The numbers were compelling. I thought about the times paying attention to my driving kept me from an accident or a near miss. I immediately stopped using my cell phone while driving, especially for texting. I realized that if I didn't, it wasn't a matter of if but when I would have an accident.

Looking back on that decision, I'm glad I made it before something devastating happened to me or someone else. I cherish my life; there is no one in this world I'd risk losing it for just to send a text message. Also, I don't want to have on my conscience the death or injury of someone else because of my negligence.

I am concerned, however, we may be trading one hazard — talking on cell phones — for an even greater

one — text messaging. With cell phone use banned while driving in many states and on installations, some Soldiers may resort to text messaging as a more "stealthy" way to communicate — something that might be harder for military police to spot.

At a time when privately owned vehicle accidents are the leading cause of accidental death, this could increase the risks even further. And this isn't just a concern for lower enlisted Soldiers. Many of our leaders carry and communicate with a Blackberry.

If you wouldn't drink and drive, why make an even worse decision to text and drive? Consider the risks. If you have something important to say, park on the side of the road and call. After all, which would you rather give your full concentration to — a conversation or a collision?

*Reprinted from Knowledge, the official safety magazine of the U.S. Army*

## Like Father, Like Sons

Story and photo by Andy Entwistle  
Albany Battalion

Ted Pancoast has fond memories of his Army service in the late 1970s that are not dimmed even by “the mud of REFORGER” he endured as a tank commander. Thirty years later his stories, coupled with some fatherly advice, have led to the enlistment of his two sons, both contracted this year by Brookfield, Conn., recruiter Sgt. Daniel Colon.

Brandon appreciated the advice. “Dad left the decision up to me, but he encouraged and supported me,” he said.

Brandon, 20, enlisted in February. Pancoast reviewed the options with his son, who hopes for a career in federal law enforcement.

A day later he and his father met with Colon, who had previously cold-called the house. Brandon opted to further his career outlook by enlisting as a military police officer and will be stationed at Fort Polk after his HRAP tour.

Enlisting with Colon one month later was his brother Logan, 17, a senior at New Milford High School.



**Ted Pancoast with his two sons, Logan and Brandon, who both enlisted with Brookfield, Conn., recruiter Sgt. Daniel Colon.**

“I’d actually been considering it longer than my brother,” said Logan. “I’ve heard my father’s stories and I knew even as a freshman that it was what I wanted to do.”

Logan will attend basic training after graduation in 2010 and serve as a M-1 armor crewman.

Logan, who is working out in the gym already, and attending Future Soldier training, says his brother has not told him any horror stories about training.

“He’ll figure it out,” said Brandon. “Basic is the most challenging and

rewarding thing you can do.”

Brandon also found challenges during his HRAP tour.

“I got some leads, but it showed me that a recruiter’s job is not easy.”

Colon has high hopes for both brothers.

“They’re motivated, and they have their father’s influence to guide them,” he said.

The brothers agree.

“I really think this is the best choice I could have made,” said Brandon.

## Mini-Ed Tour for Austin Students

By Becky L. Garcia  
San Antonio Battalion

San Antonio Battalion’s Education Services Specialist, Fredia Cain, was fortunate enough to be able to team up with her daughter, Trina, on a mini-education tour for potential Future Soldiers.

Trina Cain is a teacher for the Diversified Education through Leadership, Technology and Academics or DELTA program out of Austin Independent School District in Austin, Texas. The program is a GED program designed for the student who may be thinking of dropping out of high school, or has already dropped out. DELTA offers an open-entry, open-exit diploma, or GED through a self-paced individualized instruction program.

Students from Trina’s class were very interested in looking into what the Army has to offer them upon graduation, so Trina reached out to her mother, Fredia, for resources to help the DELTA students with their interests.

Fredia contacted Austin Company commander Maj. Damon Walker and through coordinated efforts with Trina, Fredia and University recruiting station, an educational tour was set up at

the medical training school on Fort Sam Houston, Texas.

The tour started with an introduction by Maj. Garcia from the medical training center who then asked the students if they were thinking about what they wanted to do as a career.

“Army is a great place to start,” said Garcia. “I have not met anyone [who has chosen the Army as a career] who said I would not have done that.”

The class then went to the Medical Zoology department to start the tour and received a class on insects, vermin and bugs.

From the Medical Zoology classroom, the students then went through the Dental Hygienist lab in the medical training facility. The dental staff was happy to explain and provide details, on training provided by the Army in the military occupational course offered for a Preventive Dental Specialist. The students were allowed to see the tools used for training and ask questions about the course and its requirements.

The group stopped by the Army Medical museum before heading back to Austin.

University station recruiters Sgt. Jorge Fernandez, Sgt Eric Terry, Trina and Fredia Cain were able to provide an insight on Army life and excite Austin high school DELTA students in the prospect of obtaining a career through the Army.



## Army, Hornell, N.Y., Sign Community Covenant

By Syracuse Battalion

City of Hornell elected officials and representatives of the Syracuse Recruiting Battalion signed a community covenant during the city's regularly scheduled June meeting of the Hornell Common Council in the Hornell Council Chambers.

By signing the community covenant, the City of Hornell and the Army promised to continue their great relationship and to commit together to building strong communities.

The Army Community Covenant program is designed to develop and foster effective state and community partnerships with the Army in improving

the quality of life for Soldiers and their families, both at their current duty stations and as they transfer from state to state. Local events are tailored at the local level, with leaders at both local and state levels participating in signing ceremonies that recognize the strength of the Army Soldiers and families and the support of their local communities.



Staff Sgt. Jorge Palacios, Hornell Station Commander, Hornell Mayor Shawn Hogan, Syracuse Battalion Commander Lt. Col. Bryan Radliff, and Staff Sgt. Erik Neal, Hornell recruiter.

## Recruiter Earns Volunteer Service Medal

Story by D. Charone Monday  
Columbus Battalion

We live and work in an all volunteer Army, but for Sgt. 1st Class Brian Hucik, he lives the life of a volunteer not only in his professional life, but personal life as well.

As station commander of the Hillsboro Ohio recruiting station, he volunteers regularly for local community projects.

"I volunteer because I want to be involved in the community. For me I always like to just do something more ... I like to be involved and help out with the community ... to build a relationship with the community."

His desire to volunteer came as a direct result of his father's immigration to America. Because he was from the Czech Republic, his father was required to get a sponsor.

"The gentleman who sponsored my father was a reverend from West Virginia and he was involved a lot with the process. Then once my father was over here, even though the country gave him a lot of opportunities, people had to volunteer their time and services to help him out. Hopefully I can have the same positive effect with the volunteer work I do," he said.

Most recently, his efforts were recognized when he received the Military Outstanding Volunteer Service Medal. The award was a result of his volunteer work that included helping



**Sergeant 1st Class Brian Hucik won the Military Outstanding Volunteer Service Medal for his exceptional service to students and residents of the Hillsboro community.**

distribute food to families, teaching art and physical fitness classes to at risk children at the local YMCA, and helping with the local "say no to drugs" program during homecoming week.

Even before he became a recruiter, Hucik volunteered his time and services.

"Even if I wasn't a recruiter I'd be volunteering. When I was at my other duty stations I'd always do things outside of preliminary Army work ... I'd donate blood, work a blood drive, help with hurricane/disaster relief, and things like that," he said.

"Other recruiters should volunteer because the Army is known as a peace keeping force and if you want to be known in your community you have to make an impact on that community. You've got to be out there. And it's not always going out

there and asking for something, but you should be giving something back."

When asked what he personally gets by volunteering he said, "Sometimes I'm wearing my uniform when I'm out there and I get a real warm reaction from people. But I would say the best thing for me is when other Soldiers see what I'm doing and then ask what they can do to help out. Sometimes my Future Soldiers will see me helping and they'll come back the next week to volunteer.

"It's just knowing that you did something to make a difference and if you died tomorrow, you'd leave the world a better place."

## Houston and the Army Celebrate the 4th of July

Story and photo by John L. Thompson III  
Houston Battalion

More than 100,000 citizens Houstonians and residents from the surrounding communities braved temperatures nearing 100 degrees to celebrate America's birthday July 4 at Freedom Over Texas. Revelers enjoyed food, music and the largest land-based fireworks display in the nation with at least one U.S. Army exhibit proudly displaying some of its high-tech weaponry.

The Army's Strength in Action Tour mobile exhibit provided a snapshot of some aspects of what it means and takes to be a Soldier. Thousands took advantage of the hands-on exhibit by flying in a helicopter simulator, firing an anti-armor rocket, and personally challenging their physical prowess by doing regulation military pushups.

But having off time was not foremost on the minds of some as they went through the Army exhibit. Rico Carcamo, for example, is interested in becoming a medical specialist and learning all the necessary skills and training as well as earning his emergency medical technician accreditation while serving in the Army Reserve. Carcamo's interest in the Army piqued when he learned that Army Medical Specialist training will earn him all the certification as both a military and a civilian EMT.

"I've been thinking about joining the Army Reserve because my uncle is in it. He flies in helicopters and he is also in the medical field." Carcamo said. "I've never been in a helicopter and getting into this flight simulator was awesome! You feel the pull of acceleration, just like you are in a [real] helicopter and you get to shoot — just like the real thing."

For Louis Piazza, who supervises the exhibit, the heavy interest at his work station brings opportunities; both for those who took advantage of the free community event, as well as for recruiters who are finding more than enough people to sign on during this economic slump.

"This exhibit definitely shows the public what it means to be a Soldier,"



**Sergeant 1st Class Dong Kim from West Company's Alief Recruiting Station provides flags to members of the Houston community.**

Piazza said. "If there are any questions, we always direct them to our working Soldiers and area recruiters who are working with us during every public event."

And as if to accentuate his point, Soldiers were quite busily talking with potential recruits about the myriad opportunities to serve in today's Army, answering questions about what they look for in potential candidates. West Company recruiters Sgts. 1st Class Oscar Castro and Dong Kim and Staff Sgts. Robert Bayne, Nina Blackmon and Jason Hooper enjoyed comparing notes, while handing out small American flags, and assisting with the Army exhibit.

According to Castro, he had many opportunities to speak about the benefits of Army life with young men and women, some of whom made promises and/or future recruitment appointments.

Adam Pham is a young local hire who worked with the Army Strength in Action Tour at the push-up station; he noted that some were capable of doing as many as 100 push-ups. Of course, there were many who didn't know how to do a

regulation military push-up, at all. And those men and women? Well, they had the opportunity to learn how to do them "the Army way."

"This part of the exhibit shows people how to do a real, full pushup, what you would do in the Army. It shows what it takes and how it feels to do a [regulation] pushup. How it feels to be strong and what it takes to do as many as you can in a couple of minutes."

As the afternoon wore on, the main stage highlighted the dulcet tones of the Delfonics and Motown's famed Chi-Lites. Country star Clay Walker was a welcomed change of pace as men, women and children continued to flow into Eleanor Tinsley Park, despite Texas' well-known late afternoon temperatures.

After the sun sizzled past the horizon, a more enthusiastic crowd welcomed a fireworks display, putting a perfectly suited ending to the day-long patriotic event. This annual event, every bit as festive as a birthday party of sorts — where the birth of this nation was celebrated — was replete with its own special frosting, provided by the U.S. Army.

## Phoenix Battalion Recruiters Help Feed Valley homeless

Story and photo by Deborah M. Smith  
Phoenix Battalion

Four Phoenix Battalion recruiters rose to a burrito making challenge and helped assemble 3,400 burritos in three hours, during the first annual Burrito Project at La Tolteca Mexican Restaurant in Phoenix, Ariz., July 20.

Scottsdale Station recruiters Staff Sgt. Michael Maggio and Sergeant Christopher Bucci and Black Canyon Station Recruiters Staff Sgt. John Sannicolas and Sergeant Jose Estrada assembled bean and cheese burritos along with 30 other volunteers from the Phoenix Fire and Police Departments and the Cortez High School Football team.

“It was great to help with the Burrito Project and see community members joining together to help other community members who are in need,” said Maggio.

While the burrito makers appeared solemn and steadfast to meet the 3,000 goal within 180 minutes, back in the kitchen, the heat was really on — the restaurant staff continually pulled homemade tortillas out of the oven and tended to a huge pot of simmering pinto beans.

After the challenge was over, the fresh burritos were delivered to St. Vincent de Paul food kitchens to feed the homeless.



Staff Sgt. Michael Maggio and Sergeant Christopher Bucci helped assemble 3,400 burritos in three hours, during the first annual Burrito Project at La Tolteca Mexican Restaurant in Phoenix, Ariz., July 20.

“Thank you to all who helped make the Burrito Project a great success,” said Erica Cardenas, Cardenas Marketing vice president and Burrito Project coordinator. “It was an exciting and memorable event and we hope next year’s project will be even bigger and feed more of the Valley’s homeless.”

## Fiesta

Miami Battalion Soldiers play around on the bongos during the Hispanic Heritage Foundation’s National Youth Awards at Bongos Café July 1. The restaurant located in downtown Miami is owned by Gloria and Emilio Estefan.



HARVEY SPICLER, MIAMI BATTALION



**Pfc. Daniel McAfee and Pvt. Ishmael Dixon, work math exercises while in class at the Army Preparatory School. The Fort Jackson school assists Soldiers with earning their GEDs. About 55 Soldiers rotate through the program each week.**

## A Class Act: Prep School Graduates 2,000 Soldiers

*Story and photo by Delawese Fulton  
Fort Jackson Leader*

This month marks a year since the Army Preparatory School at Fort Jackson helped its first student-Soldiers earn their General Education Development certificate.

With a 99 percent pass rate, more than 2,000 Soldiers have graduated from the program.

“This program is going great. I don’t think anybody could have predicted how well we are doing here,” said APS company commander Capt. Brian Gaddis.

The Army Prep School is a program piloted by DoD to help men and women who have not earned their high school diploma - but have scored in the top 50 percentile on the ASVAB - earn their GED and fulfill the requirements of a Soldier.

The four-week program provides remediation in math, English and grammar or other subjects in which the Soldiers might need tutelage.

APS also gets the new Soldiers ready for the physical demands of basic combat training.

APS Soldiers are up every morning at 5 a.m. readying for 6 a.m. physical training and 8 a.m. classes. Class instruction lasts until 4:30 p.m.

Because of the tailored instruction and the fact that many of the Soldiers appreciate this second-chance at their education, many push themselves to graduate within two to three weeks from the month-long program.

“They have realized that this is the line in the sand. And they have said, ‘I’ve decided I’m going to change my life,’” Gaddis said.

Once they have earned their GEDs, the Soldiers continue to BCT and their military careers.

For graduate, Pvt. Teju James of Kennesaw, Ga., this program has instilled self confidence.

“I didn’t finish high school because of family issues,” said 18-year-old James. “This means everything to me. It is a chance to improve myself, to become a leader. It is like there was a hidden person in me who has become stronger and more reliable.”

## Army Astronaut First to Tweet From Space

*Weber Shandwick*

Army astronaut Col. Tim Kopra became the first International Space Station crew member to communicate through Twitter. He sent the following message Aug. 4, “What a fun shuttle mission — especially with 13 people on board station. Life here is amazing — still getting used to floating!”

Kopra sent periodic updates to his Earth-bound followers on his daily life in space. Kopra, whose Twitter account is *astro\_tim*, can be followed at [http://twitter.com/astro\\_tim](http://twitter.com/astro_tim).

An Austin, Texas, native, Kopra is lived and worked on the International Space Station as a member of Expedition 20. He arrived at the space station aboard the Space Shuttle Endeavour July 17 and conducted the first space walk of his career July 18.

Kopra served as a flight engineer on the space station for six weeks conducting various experiments. He was to return to Earth on the next space shuttle mission to the space station scheduled for late August.

“Col. Kopra personifies Army values and the opportunities that the Army provides to its Soldiers,” said Lt. Gen. Benjamin C. Freakley, Commanding General of U.S. Army Accessions Command, responsible for Army recruiting.

“Col. Kopra used many of the tools available in the Army — including a fully-funded undergraduate education at West Point, advanced degrees and aviation training — to help him succeed in his career at NASA. We are happy to see him harness the latest social media technology through Twitter to communicate an experience that only a select group of people have had the chance to accomplish.”

Kopra’s Twitter messages from space are the latest in the U.S. Army’s continued growth into social media. Internet users could submit a question for Kopra to answer by video while in space by visiting [www.goarmy.com/space](http://www.goarmy.com/space).

## Soldiers can Find Sympathetic Ear Online

By C. Todd Lopez  
Army News Service

Soldiers who need somebody to talk to any time of the day or night can turn to the TRICARE Assistance Program.

As a pilot program that kicked off Aug. 1, TRIAP allows Soldiers to use a telephone, a computer, or even a computer with video conferencing capabilities to communicate directly with licensed counselors about stress management issues, family difficulties and pressures, family separations and deployments, relationships and marital issues, parent/child communication, or any personal problems that might adversely impact work performance, health, or well-being.

The service is available day or night, year round, at no cost to Soldiers, is confidential, and doesn't get reported to a Soldier's command, said Vice Chief of Staff of the Army Gen. Peter W. Chiarelli.

"I am very excited that our Soldiers and family members can now access care from the comfort and privacy of their own home, if necessary, and the processes are in motion to move us through a phased approach to eventually get to where Soldiers and family members can access truly comprehensive behavior health care at home," Chiarelli said.

No records are kept of when a Soldier uses the services. If Soldiers need more advanced mental-health services, the online licensed counselors will assist them in setting up such an appointment.

Each region has developed its own version of the program that can be accessed on each region's Web site: TRICARE North Region at [www.healthnetfederalservices.com](http://www.healthnetfederalservices.com), TRICARE South Region at [www.humana-military.com](http://www.humana-military.com) and TRICARE West Region at [www.triwest.com](http://www.triwest.com)

## West Point Ranked as Nation's Top College

USMA Public Affairs

A report released in August by Forbes magazine ranked the U.S. Military Academy as the top college in the country in their America's Best College review.

"Marked by an intense work ethic and drive to succeed on all fronts, the West Point undergraduate experience also allows graduates to leave without a penny of tuition loans to repay," Forbes stated in its release.

In the magazine's rating, West Point outpaced other highly-ranked schools such as Princeton, No. 2; Cal Tech No. 3; Harvard, No. 5; and the U.S. Air Force Academy, No. 7.

"All of us at West Point are very proud that Forbes has rated us as the number-one college in the nation," said Brig. Gen. Patrick Finnegan, dean of the Academic Board at West Point. "This ranking recognizes the exceptionally high quality of a West Point education. It is always exciting to be validated by independent organizations."

The Center for College Affordability and Productivity staff gathered data from a variety of sources, basing 25 percent of the rankings on 7 million student evaluations of courses and instructors, as recorded on the Web site RateMyProfessors.com.

Another 25 percent of the ranking depended on how many of the school's alumni, adjusted for enrollment, were listed among the notable people in Who's Who in America.

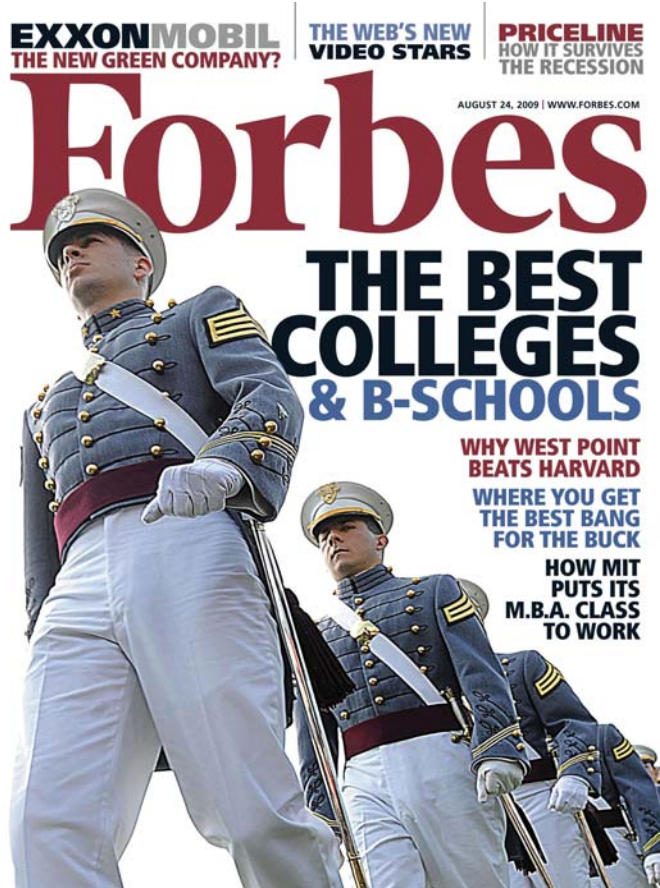
The other half of the ranking were based equally on three factors:

- average amount of student debt at graduation held by those who borrowed
- percentage of students graduating in four years
- number of students or faculty, adjusted for enrollment, who have won nationally competitive awards like Rhodes Scholarships or Nobel Prizes.

West Point was founded in 1802 as America's first college of engineering. Its mission remains constant: to educate, train, and inspire cadets so that each graduate is a commissioned leader of character committed to the values of duty, honor, country and prepared for a career of service to the nation as an officer in the Army.

To see the complete college rankings go to [www.forbes.com](http://www.forbes.com).

The cover of Forbes's Aug. 24 issue features West Point cadets and names the academy as the nation's best college.



## State of Mind: Army to Start Mental Fitness Program

By Susanne Kappler, Fort Jackson Leader

The Army is looking to improve the resiliency of its Soldiers through a new program to be launched in October.

The Comprehensive Soldier Fitness program is designed to strengthen Soldiers emotionally, spiritually and socially, giving them the ability to cope with stress, said Gen. George Casey, Army chief of staff.

The program will be part of a Soldier's training from BCT through War College.

"This will be instituted so that at every level of Army school — officer and noncommissioned officer — there will be a different level of resilience training taught," he said.

Casey said that the demands during war time make it a necessity for the Army to teach its Soldiers adequate coping skills.

"The treadmill that we have been on as an Army for the last eight years ... is such that if we don't give Soldiers these skills, we're going to have increasing challenges," he said.

The program is designed to prepare Soldiers to deal with any situation, said Brig. Gen. Rhonda Cornum, program director. Resiliency should be automatic just like loading a weapon is automatic to a Soldier, she said.

"We have 1.1 million people in the Army. Probably 98 percent of them don't have a diagnosis, don't have some kind of dysfunction. Most people don't flunk the PT test, but that doesn't mean everybody is in equally great shape. Psychological fitness is the same thing. Most people are OK, but not everybody is in a 300-plus kind of category."

To find out where Soldiers rank in terms of resiliency, the Army will launch a Global Assessment Tool, which Cornum compared to a PT test for mental health. It will evaluate a Soldier's social, emotional, family and spiritual strength.

## SMA Calls for TRICARE Review

By Holly Meyer

TRICARE may soon be under a review recommended by the Army's top noncommissioned officer, Sgt. Maj. of the Army Kenneth O. Preston.

Appearing before the House Armed Services Military Personnel Subcommittee July 22, Preston and top NCOs from other services shared their thoughts on the successes and problems of military family support programs.

Preston said one of the major accessibility challenges to getting quality medical care is finding sufficient health-care providers outside our military installations who accept TRICARE payment, especially in rural areas. The limited number of health-care providers who accept the plan is a result of negative past experiences with the program.

"Many of them were left with a bad taste in their mouth from dealing with TRICARE before because of the length of time it took to get reimbursement."

Due to reimbursement problems, the health-care program was revamped and Preston said he sat down with the TRICARE management team and discussed what was done to restructure and streamline the process. Although it has made significant advancement, he said the program still has gaps that needs to be fixed.

TRICARE offers three different plans to the 9.4 million eligible beneficiaries. Through TRICARE, Soldiers and their families have access to authorized providers and can use military treatment facilities on a space-available basis.

Soldiers and their family members list quality medical care as a priority and a main reason to stay with the Army, said Preston.



LT. COL. SCOTT R. BLEIGWEH

## Illinois Law Helps Student Veterans

Illinois Governor Pat Quinn signed into law, Aug. 7, a bill that provides greater educational and informational resources for veterans attending Illinois public colleges and universities.

"This legislation provides our student veterans with the needed information, assistance and guidance they deserve," said Governor Quinn. "It is necessary that we take care of these fine men and women who have served our country proudly and ensure they are aware of the resources and benefits that are available to them to further their education."

The Higher Education Veterans Service Act will require schools to create, publish and distribute a comprehensive guide of services available to veterans at their institution. The bill also requires schools with 1,000 or more full-time students to appoint a coordinator to act as a liaison between administrators and student veterans.

# Key Recruiting Doctrine Manual Revised

The latest version of USAREC Manual 3-02, Recruiting Company and Station Operations, was released July 24. The new manual includes a number of changes. The recruiter test (below) focuses entirely on this new manual. Following are some of the significant changes.

**In-process review (IPR)** — Field Manual 6-22 defines the IPR as a quality control checkpoint on the path to mission accomplishment, paragraph 11-44. Recruiting doctrine has adopted IPR, not to replace the after-action review, but to better describe the recruiting commander's daily check on progress toward mission success. AAR remains as the weekly assessment.

**Prospecting methods** — Recruiting doctrine recognizes three ways to prospect. Recruiters reach their prospects by telephone, face-to-face contact, and the Internet. Internet prospecting, more precisely, means contacting prospects by e-mail. Recruiting doctrine has discarded the old shorthand "P" system (P1—phone, P2—referrals, P3—face-to-face, P4—Internet). The manual discusses referrals as a powerful combat or recruiting multiplier.

**Mission accomplishment plan** — Appendix A has been revised to follow the design of Leader Zone in the Army Recruiting Information Support System (ARISS).

**Command and control** — Appendix B goes into detail with battle rhythm, the weekly planning meeting, daily IPR, and weekly AAR. The old appendix B, Prospecting Analysis, is now appendix C.

**Recruiting Operation Plan** — The new appendix D discusses the purpose and value of a ROP and how the commander prepares one. It also covers analysis of strengths, weaknesses, opportunities, and threats (SWOT); recruiting functions analysis and commander's intent.



**You'll notice there's no answer key for the recruiter test.** Starting with this issue, the answer key will appear in Recruiting ProNet — <https://forums.bcks.army.mil/secure/CommunityBrowser.aspx?id=861363&lang=en-US>. If you want to see the answer key, you must be a member of Recruiting ProNet. If you're not already a member, you're missing out on a great way to learn from other recruiting professionals. To apply for membership, click "Become a member" on the Recruiting ProNet home page: <https://forums.bcks.army.mil/secure/CommunityBrowser.aspx?id=51486>.

## 1. The three methods of prospecting are telephone, face-to-face and \_\_\_\_\_.

- a. Area canvassing
- b. Internet
- c. Hot knocks
- d. Cold calling

## 2. The daily AAR has been replaced by a daily IPR to align with FM 6-22. What does IPR stand for?

- a. Initial program review
- b. Individual pay report
- c. In-process review
- d. Item performance report

## 3. What are the four steps of the recruiting operation plan (ROP)?

- a. SWOT analysis, ROS analysis, intelligence, battle rhythm
- b. Recruiting functions analysis, MAP analysis, battle rhythm, C2
- c. MAP analysis, prospecting analysis, ROP construction, commander's intent
- d. ROP construction, SWOT analysis, commander's intent, recruiting functions analysis

## 4. Which of the following is not a recruiting Function?

- a. Prospecting analysis
- b. Processing
- c. Future Soldier Training Program (FSTP)
- d. Training

## 5. Which of the following intersect both the internal and external recruiter networks?

- a. Staff and schools
- b. Future Soldiers and communities
- c. Clubs and staff
- d. Information systems and other leaders

## 6. Which of the following are recommended discussion topics for the IPR?

- a. Mission posture
- b. Prospecting
- c. Personnel
- d. All the above

## 7. Which of the following is one of the four steps of the intelligence process?

- a. Synchronize assets to target high payoff zones and events
- b. Review market intelligence reports
- c. Analyze the DIME report
- d. Identify must-keep, must-win ZIP Codes

## 8. The Future Soldier Training Plan (FSTP) is a \_\_\_\_\_ operation.

- a. Decisive
- b. Combined
- c. Sustaining
- d. Shaping

# Gold Badges



JULY 2009

**ALBANY**

SFC Melissa Moore  
SSG Matthew Boyer  
SSG James Sullivan  
SSG Alonso Zoquier  
SGT Daniel Anderson  
SGT Justin Boudreau  
SGT Daniel Colon Jr.  
SGT Jennifer Dowling

**BALTIMORE**

SSG Shimar Brown  
SSG Jonathan Daniels  
SSG Andre Scott  
SGT Beatriz Flores-Torres

**BECKLEY**

SFC Jerry Wilkinson  
SSG Cameron Barnett  
SSG Joshua Dutton  
SSG Karen Truitt  
SGT Jonathan Campbell  
SGT Jonathan Ray

**COLUMBIA**

SFC Ian Bernard  
SFC Joaquin Bethea  
SFC Jason Mallory  
SFC Tilton Washington  
SSG Laterrence Brewer  
SSG Culhaine Brown  
SSG Virshelle Dugger  
SSG Rachel Haywood  
SSG Charlie Ingram  
SSG Demetrius Jefferson

SSG James Murrell  
SGT James Bryant  
SGT Timothy Campbell  
SGT Justin Everingham  
SGT Michael Givens  
SGT Michael Looper  
SGT Michael Mercer  
SGT Michael Tice

**COLUMBUS**

SGT Nathaniel Hopf  
SGT Charles Wade

**DENVER**

SSG Eric Griego  
SSG Ezekiel Hall  
SSG Kenneth Reyes  
SSG Alex Rodriguez

**FRESNO**

SSG Kristofer Babbes  
SSG Kenzy Brown  
SSG Charles Duke  
SSG Bryan Norgard

SSG Richard Sullins  
SGT Edgar Guzmanestrada  
SGT Kenneth Moore  
SGT Cornelius Nathaniel  
SGT Jordan Cullen  
SGT Ian Mally  
CPL Brian Koellish

**GREAT LAKES**

SFC Daniel Brady  
SFC Chad Frazer  
SFC Garrett Williams  
SSG Richard Donley  
SSG Trenc James  
SSG Russell Johnson  
SSG Jason Locke  
SSG Joseph Marshall  
SSG Jonathan Ruiz  
SSG Jonathan Stoetzer  
SSG Matthew Vasquez  
SSG Heili Wooldridge  
SSG John Zdral

SGT Randolph Bebee  
SGT Wesley Blanchard  
SGT Marcus Niter  
SGT Jonathan Pickett  
SGT Stephen Sanders  
SGT Robert Taylor  
SGT Gerald Zeigler

**HOUSTON**

SGT Angel Morales  
SGT James Pittman

**KANSAS CITY**

SFC Sonya Matthews  
SSG Phillip Bynum  
SSG Jason Daigle  
SSG Jason Gohn  
SGT Dusty Wilmore

**MILWAUKEE**

SSG Timothy Plymale  
SGT Joshua Janikowski  
SGT Robert Ritchie Jr.  
SGT Cory Jo Simpson

**MINNEAPOLIS**

SFC Julio Diaz  
SFC James Doolittle  
SSG Jeramie Barnes  
SSG Daniel Boehle  
SSG Juleaka Brown  
SSG Ronald Flewelling  
SSG Maximiliano Guerra  
SSG Ray Nelson  
SSG Curtis Pitman  
SSG John Roe

SSG John Simon  
SSG Gail Todd  
SSG Anthony Toolin  
SGT Bradley Bragg  
SGT Anton Brown  
SGT Brandon Brown  
SGT Scott Shefferd  
**MONTGOMERY**  
SFC Charles Dunaway  
SSG James Davis  
SSG Keather Mitchell  
SGT Demetrius Anderson  
SGT Steven Bennett  
SGT Johnny Grandel  
SGT Mark Murphy Jr.  
SGT Joshua Springsdorf

**1<sup>ST</sup> MRB**

CPT Eric Grider  
CPT Liv Isham  
CPT Stephanie Manos  
CPT Frieda Priest  
CPT Song Yu  
1LT Acacia Hawkins  
SSG Charles Clevenger  
SSG Patricia Ledford

**6<sup>TH</sup> MRB**

SSG Tykeivius Curry  
SSG John Dominguez  
SSG Hyun Kim  
SSG Natonya Osborne

**NEW ENGLAND**

SSG Pablo Colondelmoral  
SSG Jesse Confer  
SSG Zonte Pendergrass  
SSG Anthony Reybrock  
SSG Charles Rupprecht  
SGT Timothy Gettens  
SGT Jason Mangus  
CPL Christopher Dence

**NEW YORK CITY**

SSG Christopher Jordan  
SSG Manjue Sampson  
SSG Jose Sotovelez  
SGT Fernando Floresrangel  
SGT Eric Richardson

**OKLAHOMA CITY**

SSG Jon Buchanan  
SSG Kelly Douglas  
SSG Jose Terga

SSG Dante Wins  
SGT Tylor Buckingham

**PHOENIX**

SFC Luis Castro  
SFC Daniel Montano  
SFC Joab Ramosceballos  
SSG Ezra Brown  
SSG Jonathon Clark  
SSG Christopher Facko  
SSG Kenneth Gray  
SSG Jesse Hackett  
SSG Jason Iseri  
SSG Daniel Lopez  
SSG Ted Meadows  
SSG Octavio Pinedovaldez  
SSG William Rodriguez  
SSG Nathan Ryno  
SGT Christopher Bucci  
SGT Jose Estrada  
SGT Bernardo Martinez  
SGT Clifford Mascarenas III

**SALT LAKE CITY**

SSG Jose Cardenas  
SSG Michael Garrett  
SSG Patrick Gates  
SSG Calvin Guice  
SSG Anthony Parks  
SSG Timothy Roberts  
SSG Charles Runolfson  
SSG William Wesolowski  
SGT Hersel Hernandez  
SGT Antonio Sanders

**SEATTLE**

SSG Jason Carlson  
SSG Edwin Cheslik  
SSG Edward Thierry  
SGT David Reynolds

**TAMPA**

SSG Jeremy Gilmore  
SSG Stanford Henry  
SSG Alnardo Rivera  
SSG Timothy Ward  
SSG Mario Youngblood  
SGT Michael Daly  
SGT Samuel Mason  
SGT Joshua Price



# Rings



**JULY 2009**

**ALBANY**

SFC Joseph Carrick  
SFC John Holt Jr.  
SFC Dwayne Rickmon  
SSG Gregory Black  
SSG Shawn Kezik  
SSG John Norris

**ATLANTA**

SFC Lucas Gratz  
SFC Nicholas Smith  
SFC Maurice Stewart  
SGT Arsalan Khan

**BALTIMORE**

SFC Robert Collins  
SSG Vinceson Moore  
SSG Adrian Russo  
SSG James Varano

**BATON ROUGE**

SSG Robert Bryant  
SSG Lamonte Jackson

**BECKLEY**

SFC Steven Kohn  
SFC Michael Pitts  
SSG Keith Hallbeck  
SSG Melissa Wilson  
SSG Robert Woods

**CHICAGO**

SGT Orlando Lang  
SGT Duggan Myron

**COLUMBIA**

SSG Eddie Carter  
SGT Amy Brack  
SGT Jonathan McDill  
SGT Joseph Shores

**DALLAS**

SGT Antonio Cabrera  
SGT Alicia Lomeli  
SGT Rene Ramos  
SGT Kristen Riess

**DENVER**

SFC Samantha Pettay  
SSG Stephen Casper  
SSG Johnathan Masce  
SSG Douglas Singleton  
SSG Patrick Weydemuller

**FRESNO**

SSG Deborah Stafford

**GREAT LAKES**

SFC Bradford Webster  
SFC Cassandra Whitman  
SSG Terence Carter  
SSG Larry Curtis  
SSG Lance Gulick

SSG Gregory Heaslip  
SSG Andrew Northam  
SSG Justin Randles  
SSG Timothy Roberts  
SSG Stephen Turowski  
SGT Benjamin Bemus  
SGT Donald Dennis  
SGT Susan Schaffer

**HOUSTON**

SSG Larry Thompson

**INDIANAPOLIS**

SFC Travis Smith

**JACKSONVILLE**

SSG Michael Medellin  
SGT Robert Brown

**KANSAS CITY**

SFC Myron Billingsley  
SSG Joseph Howell  
SSG Timothy Smith

SSG Joseph Vincent  
SSG Chervaldrick Williams

SGT Brian McDaniel  
SGT Shannon Thornton

**LOS ANGELES**

SFC Anthony Torres

**MIAMI**

SFC Antonio Jimenez  
SFC Daniel Nieman Jr.  
SFC Christian Velazquezhernandez  
SSG Rosemary Armijo  
SSG Alex Burgosrodriguez

SSG Laritza Gardner  
SSG Neil Grullon

SSG James Johnson  
SGT Nelson Padilla

**MID ATLANTIC**

SFC Lorene Hargrove  
SFC Peter Jennings  
SSG Travis Blanchard

**MILWAUKEE**

SSG Benjamin Battiste  
SSG Paul Husar  
SSG Michael Kirby  
SGT Marc Weier

**MINNEAPOLIS**

SFC Shawn Kunkel  
SSG Justin Reuber  
SSG Shalondia Bland  
SSG Kristin Gillet  
SSG Brian Jacobson  
SSG Michael LaForce  
SSG William Martin

SSG Eric Olson  
SSG Joseph Smith  
SSG Timothy Winter  
SGT Shari Roskamp

**MONTGOMERY**

SFC Rosemary Armijo  
SFC Joseph Miller  
SSG Donnie Bridges  
SSG Felicia Bryant  
SGT Sherman Bell

**1<sup>ST</sup> MRB**

CPT Edward Lau  
SFC Mikel Jazuk  
SFC Travis Smith  
SSG Matthew Williams  
SSG Mishaun Elder  
SSG Richard Martin

**2<sup>ND</sup> MRB**

SSG Daniel Reyna

**6<sup>TH</sup> MRB**

CPT Juanita Catchings  
SSG Anthony Waite

**NEW ENGLAND**

SSG Francisco Ballou  
SSG Timothy Barker  
SSG Dwaine Benloss  
SSG Samuel Walker  
SGT Joseph Owens  
SGT William Tremblay

**NEW YORK CITY**

SSG Cory Elder

**OKLAHOMA CITY**

SSG Steven Bryant  
SGT Jason Tipton

**PHOENIX**

SSG Joseph Ellis  
SSG Paul Kraus

**PORTLAND**

SSG Gabreyale Hyman  
**SALT LAKE CITY**  
SSG Alex Hernadez  
SSG Brandon Scott  
SSG Gregory Woolsey  
SGT Luke Cranford

**SAN ANTONIO**

SFC Ryan Darbonne  
SSG Jesus Perales Jr.  
SSG Willy Perezchavez  
SSG Hermelind Rippstine  
SSG Lanny Wilson Jr.

**SOUTHERN CALIFORNIA**

SGT Christopher Granados

# Morrell Awards

JULY 2009



**ATLANTA**

SFC Michael Wallace  
SSG David Harris  
SSG Stacey Smith

**BALTIMORE**

SFC Rosella Scott  
SSG Jose Gutierrez-Quinones

**BATON ROUGE**

SFC Ray Goodie  
SSG Malcom Price

**BECKLEY**

SFC Jackie Hurley  
SFC Jonah Jancewicz  
SFC Dwayne Knight  
SFC Eugene Randolph  
SFC Christopher Starke

**CHICAGO**

SFC Eric Conway  
SFC Clifton Davis

**COLUMBIA**

SFC Jeremiah O'Berry III

**COLUMBUS**

SSG Brad Hamilton  
SSG Paul Joyce

**DALLAS**

SFC Allan Lyson  
SFC Latasha Williams  
SSG Keith Bucklin

**DENVER**

SFC Keri Karsten  
SFC Paul Preciado  
SFC Scott Walters  
SSG Christine Dawson  
SSG Paul Laramore  
SSG Alexander Lopez  
SSG Troy Nelson

**FRESNO**

SSG Alvarado Ruiz  
SGT Stephen Loi

**GREAT LAKES**

SFC Samuel Bills  
SFC John Howe  
SFC Roger Tkaczyk  
SSG Julian Alvarez  
SSG George Bonnell  
SSG Jonathan Cargile  
SSG Deryl Deveau  
SSG Steven Evans  
SSG Kenneth Johnson  
SSG Michael Jordan  
SSG Joseph Kasbohm  
SSG Drew Kwiatkowski  
SGT Kristopher Walters

**HOUSTON**

SSG Bernard Chavez

**INDIANAPOLIS**

SSG Kevin Howell  
SSG Brandon Jones

**KANSAS CITY**

SFC Herman Jurgens  
SFC Antwon Shaw  
SSG Ray Dick II  
SSG Lamont Gupton  
SSG Mark Hinterleiter  
SSG Anthony Reaid  
SGT Duane West

**MIAMI**

SFC Jacinto Fongmorales  
SFC Daniel Nieman Jr.

**MID ATLANTIC**

SFC Douglas Robbins

**MILWAUKEE**

SFC Philip Jones  
SFC Rodney Parks

**MINNEAPOLIS**

SFC Ronnie Ambriz  
SFC Donnell Britt  
SFC Jason Gardner  
SSG Brian Stoa  
SSG Shawn Stone

**MONTGOMERY**

SSG Jerry Shore Jr

**1<sup>ST</sup> MRB**

SFC Daniel Lucas Jr.  
SFC Bradley Paxton  
SFC Matthew Williams  
SFC Steven Woodside

**2<sup>ND</sup> MRB**

CPT Rodney Hankins Jr.  
SFC Michael Pearson

**NASHVILLE**

SFC Rocky Noland  
SFC William Sturgeon  
SSG Richard Reather

SALUTES

**NEW ENGLAND**

SSG Robert Allen  
SSG Brian Shelton  
SSG Scott Wilburn  
SSG Jeffrey Williams

**NEW YORK CITY**

SFC Alan Wong  
SSG Melvin Hunt

**OKLAHOMA CITY**

SSG Tariq Miller

**PHOENIX**

SFC Ruben Camacho  
SFC Michael Kearney  
SFC Roger OConnell  
SSG Alfredo Hurtado

**SALT LAKE CITY**

SSG Jaime Medrano  
SSG John Sannicolas  
SSG Arthur Walker  
SFC Shayne Charlesworth  
SSG Jessie Todd

**SAN ANTONIO**

SSG Troy Caraway

**SOUTHERN CALIFORNIA**

SSG Gabriel Huerta  
SSG Kenneth Saunders

**TAMPA**

SSG Charles Cotto

# PHASE LINE SUCCESS



1st Brigade



2nd Brigade



3rd Brigade



5th Brigade



6th Brigade



Medical Brigade

## July Fiscal Year 2009

### Top Large Station

**Lynchburg**  
Beckley

**Fort Myers**  
Tampa

**Middleton**  
Columbus

**Lincoln North**  
Denver

**Roseville**  
Sacramento

**Seattle MRS**  
6th Medical Battalion

### Top Small Station

**Washington Heights**  
New York City

**Iverness**  
Tampa

**Osceola**  
Minneapolis

**South Mountain**  
Phoenix

**Korea**  
Portland

**Sioux Falls MRS**  
3rd Medical Battalion

### Top Company

**Metro**  
New York City

**Wilmington**  
Raleigh

**Loves Park**  
Milwaukee

**Tempe**  
Phoenix

**Guam**  
Portland

**San Antonio MRC**  
5th Medical Battalion

### Top Battalion

None

Raleigh

Nashville

Denver

Salt Lake City

1st Medical Battalion

### Top Brigade

None

## YEAR OF THE NCO ARMY HEROES



FY10 Annual Leaders Training Conference  
U.S. Army Recruiting Command  
Tampa, Florida ★ 12-21 October 2009



ARMY STRONG.

# YEAR OF THE NCO

