

RECRUITER

United States Army Recruiting Command

December 2008

Journal

ANNUAL AWARDS



Season's Greetings

RECRUITER Journal

Winner Keith L. Ware Award 2007

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Photo by Julia Bobick

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Top USAREC Soldiers are recognized during the Annual Leaders Training Conference held in San Antonio Oct. 20-29.

Taking Care of People

I want to share with you some of the key messages passed to your commanders and command sergeants major during the annual leaders training conference in October.

I changed the wording of one of our priorities: “Warrior Ethos — Mission First” to “Warrior Ethos — Mission First and Taking Care of Our People.” The mission and taking care of people go hand in hand, but in this command where making “mission” has such significance in meaning, taking care of people can easily be lost and never understood as an essential priority in all that we do.

We achieved the mission in FY 08 because of the people in the command — Soldiers, civilians, contractors and family members. And because of people, we are working hard to develop a culture within the command that makes the Recruiting Command a unit where people fight to serve.

I want to emphasize that taking care of people includes noticing when a team member may need assistance. We ask a lot from our Soldiers, civilians and families. Sadly, the command has suffered four suicides in 2008. Armywide the concern about the number of suicides throughout the service has grown. For that reason, we ask our Soldiers to carry the ACE card, a quick reference for providing help to a fellow Soldier. Ask your buddy, care for your buddy and escort your buddy to a chaplain, behavioral health professional or primary care provider. Who is your buddy?

Taking care of families is truly an Armywide priority. In USAREC we have provided two military family life counselors to each brigade. They will work with families and Soldiers on stress related issues as well as financial issues. We are also piloting an initiative for one Family Readiness Support Assistant for one battalion in each brigade. In addition, on Dec. 15, we will observe a Wellness Stand Down Day to share knowledge in suicide prevention, sexual assault prevention and stress management.



Maj. Gen. Thomas P. Bostick

The Secretary of the Army Pete Geren discussed the importance of strategic communications throughout the Army. In USAREC, strategic communication is key to our success. Our Soldiers play a critical role in shaping public perceptions of recruiting and the Army overall. We ask you to share the key messages sent out each month in the Pocket Talking Points. And please remember that national news stories often start at the local level, which means we should work to put a local face on the men and women who are joining our Army. Others can assist, including general officers, command sergeants major, as well as young Soldiers who are visiting their hometowns.

We will continue our efforts during FY 09 to mobilize the Army and the nation in support of recruiting. We need everyone engaged in the mission — senior leaders, Soldiers, HRAPs, SRAPs, CASAs, Reserve Ambassadors, veterans and community leaders. We especially need to focus on community leaders, particularly to develop the support of educators and business leaders. These leaders are valuable in developing grass roots programs and providing March2Success mentors and tutors.

At the close of this year’s training conference, Renee and I had the pleasure to thank nearly 60 spouses who attended the training sessions developed especially for them. This was the largest spouse group ever to attend the ALTC spouse training. They will share their training topics with spouses in battalions and companies.

It is time now to continue the mission and take care of our people. I look forward to our service together. Enjoy the holiday season safely with family and friends. I’m very proud of each and everyone of you for your service and many sacrifices. You’re all heroes.

I’ll see you on the high ground in 2009. Army Strong!

Leaving Good Impressions

Army recruiters play a critical role in shaping the public perception of Soldiers, and therefore, we must always ask ourselves “what impression am I leaving as I go about my business each day?” Fortunately, 99 percent of recruiters live the Army Values on and off duty. But when the media covers the 1 percent, it resonates with the public in a negative way. I firmly believe with positive mentorship we can eliminate that 1 percent without integrity — we must!

In FY 08 we had 1,716 investigations – 240 of those were substantiated. As recruiters, we are the face of the American Soldier for many Americans, making it crucial that we are perceived by the American public in a positive light. The only way to attain that is through positive leadership centered on the enforcement of standards — our Soldiers deserve no less!

A key point during our Annual Leaders Training Conference in San Antonio in October was an emphasis on making strategic communications a priority. From battalion level down to the station, there are good news stories to be told. A story of an event or a Soldier that highlights the positive side of our Army is a story that helps weave the very fabric of our institution. I urge all of you not to pass up that opportunity. Grasp it, record it and pass it up the chain to your A&PA folks while it’s still fresh. They are the experts and they are there to help you.

The media is hungry for good news stories, so stay proactive by sharing your Soldier stories with local media — you will keep the positive stories on top and maybe even gain a friend within the media. And they’re good allies to have if



Command Sgt. Maj. Stephan Frennier

an ugly story does break. Work with your A&PA office to map out at least one media outlet every time you are traveling the field.

Continue grass roots programs in your community and educate the educators on the benefits of the Army for their students. Station commanders, be sure your recruiters are up on the PaYS program and understand inside and out how corporate America is helping us. A lot of hard work goes into the program to benefit our prospects after they have served proudly.

Finally, the holidays are upon us, as is the end of the calendar year. Commanders, ensure that your Soldiers have had the opportunity to use leave time. Our recruiters and their families sacrifice for the command every day. We are committed to provide them a commensurate level of support. There will be a Wellness Stand Down Day Dec. 15. That should be the time to really focus on the psychological and social issues within the command and keep it Army Strong. Best wishes to you and your families for a safe and blessed holiday season. I’m ready to serve with you for another successful mission in 2009. Hooah!

“As recruiters, we are the face of the American Soldier for many Americans.”

Nurturing Marriage



By Chaplin (LTC) Doug Peterson

You may have heard the story about a man and his ever-nagging wife who went on vacation to Jerusalem. While they were there, the wife passed away. The undertaker told the husband, “You can have her shipped home for \$5,000 or you can bury her here in the Holy Land for \$150.”

The man thought about it and told him he would just have her shipped home. The undertaker asked, “Why would you spend \$5,000 to ship your wife home, when it would be wonderful to be buried here and you would spend only \$150?”

The man replied, “Long ago a man died here, was buried here, and three days later he rose from the dead. I just can’t take that chance.”

Then there was Bob. Bob was in trouble as he’d forgotten his wedding anniversary and his wife was extremely upset.

She told him “Tomorrow morning, I expect to find a gift in the driveway that goes from 0 to 200 in six seconds!”

The next morning he got up early and left for work. When his wife woke up she looked out the window and, sure enough, there was a box gift-wrapped in the middle of the driveway.

Confused, the wife put on her robe, ran out to the driveway, and brought the box back in the house.

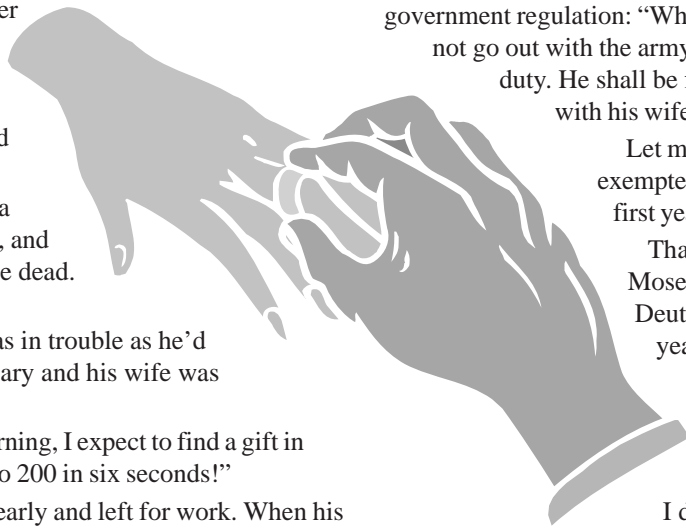
She opened it and found a brand new bathroom scale.

Bob has been missing since Friday.

And perhaps you heard about the woman who went to a Florida lemon grove to apply for a job, but the foreman thought she seemed way too qualified for the position. “Do you even have any actual experience picking lemons?” he asked.

“Well, I think I do.” she replied. “I’ve been divorced three times.”

I enjoy humor. Humor is effective because it often touches on some aspect of reality. And what’s more real than marriage with its ecstasy and its agony?



If you are married — or have been married — you know that the honeymoon very quickly gives way to the harsh truth that this new relationship is going to be a difficult and sometimes painful endeavor.

Getting married is no small step in life. And it is critically important to do it right.

I will sometimes ask folks if they are familiar with the following government regulation: “When a man is newly married, he shall not go out with the army or be liable for any other public duty. He shall be free at home one year to be happy with his wife whom he has taken.”

Let me ask this. How many of you were exempted from military service during your first year of marriage?

That stipulation was given through Moses in the Old Testament book of Deuteronomy. You see, someone a few years back realized that the adjustments of marriage are so demanding that a newlywed was not to be additionally burdened by military duties.

I don’t need to tell you that in the USAREC arena, marriages and families often face significant challenges. This environment is like none other. Success in balancing Army and domestic obligations is critically important in effective mission accomplishment.

And help is on the way.

After the holidays your Unit Ministry Team will initiate this year’s series of marriage retreats.

Would you like to break away for three days to relax, have fun, and focus on your most important earthly relationship?

Please check with your UMT or SFA about the next event coming your way.

And, as we delve into the complexities of relationships, be ready for a good dose of humor. It does make learning much more fun. Plus, it just could change your life!

By the way, did you hear the story of the couple who. . .

Learning Center Partners with Army



Capt. Dwayne Wade, commander Mercer Recruiting Company, Sgt. 1st Class John Brunette, commander Beaver Valley Recruiting Station, and Terrie Suica-Reed, president and CEO of Phase 4, discuss the relationship between the Army and the learning center.

Story and photos by Marie Haberstroh, Cleveland Battalion

Unmotivated, insubordinate, angry, deviant, disruptive behavior, or at risk students are terms that describe students assigned to “The Last Chance High School,” known as Phase 4 Learning Center. Those attitudes change within the first week of class according to students.

Phase 4, an accredited alternative education center for at-risk youth and dropouts, opened its doors in 2003 in Pittsburgh with six students. The center now serves more than 700 students in four Pittsburgh area locations.

Students referred by their high school are given individually designed curriculums that enable them to complete the academic requirements they need to be issued a diploma from their high school district, rather than a GED. The newest center opened recently in the Beaver Valley Mall in Monaca, Pa., where the motto is “Learning that Transforms Lives.”

An open house held after a ribbon cutting ceremony in September showcased Phase 4’s partnership with local school districts and the Cleveland, Harrisburg and Mid-Atlantic Battalions, and the new Army Experience Center in Philadelphia. Thirteen percent of Phase 4 graduates enter the military.

One student, Brent Hill of Ellwood City, Pa., was always getting in trouble and was told he would never amount to anything. “I got into a lot of fights in school and spent a lot of time in the juvenile detention center. I didn’t do well academically so I dropped out of high school. I couldn’t pass the GED.” The last time he was locked up, his mother moved out of state and didn’t leave a forwarding address. His father was never involved in his life.

Since attending Phase 4, Hill now realizes applying himself is something he must do to get a high school diploma. “I never thought that I would be looking forward to graduating from high school this year, much less consider a trade school or college.”

Zach Tulowitzki said he was having a rough time and not doing well in high school despite his best efforts. Although he wasn’t a bad kid, he had seven suspensions for a variety of infractions such as skipping school.

In just the first two months of attending Phase 4, Tulowitzki’s grades improved to B averages. In addition to finishing 11th grade, he’s now on track to graduate early.

“Phase 4 is so much better for me ... you work at your own pace,” said Tulowitzki. “Even if I am stuck and everyone else has moved on, I don’t have to worry about trying to keep up.”

He once considered dropping out of high school — now he wants to attend college or join the Army.

Seventeen-year-old Cassie Caterline failed her freshman year due to family issues and depression. But since enrolling in Phase 4, her attitude about school has changed. She is taking five courses at the center and one at her high school in Freedom, Pa. If she stays on course, she’ll graduate with her regular class at Freedom High, something she never expected. Casterline said, “I think I am doing well because you can’t fall behind here like traditional school when you are working at your own pace.”

According to her mother, Terri Amrherm, “Cassie is no longer complaining about going to school and now talks about going to college to be a psychologist. She had been struggling for years. This center makes you feel like you do it on your own and all the instructors are here to help.”

Phase 4 has a high school diploma program that serves at-risk students grades seven through 12, a diploma retrieval program targeting students who have withdrawn from school and chose to return, and the March2Success Program. Ninety eight percent of the students graduate with 51 percent going into the workforce, 36 percent going on to college, and 13 percent joining the military.

Capt. Dwayne Wade, commander of the Mercer Recruiting Company, said the Army wants focused, educated Soldiers and that Phase 4 provides guidance and one-on-one attention for those who need help. “This learning center provides a vessel for students to become educated. The U. S. Army will assist the students in their future endeavors whether it is a military career or another career choice.”

Within six weeks of the grand opening of the Beaver Valley Mall center, two students committed to joining the military.



Actors practice negotiating a rope obstacle in a UCLA classroom as part of the new ad “School” that began airing on ESPN, MTV and the Speed Channel on Veterans Day. Photo McCann Worldgroup

Army Launches New Ad Campaign

By Amanda Huneke, Weber Shandwick

McCann Worldgroup launched a new creative campaign Nov. 11, to supplement recruiter efforts and bring service as a Soldier into the consideration of prospects.

This new campaign is meant to build on the success of Army Strong, placing emphasis on the experiences available in the Army and demonstrating the campaign’s “Strength Like No Other” theme.

What Does This Mean for Recruiting?

This powerful, fully integrated campaign is designed to reach prospects who are currently not inclined to military service by speaking to what motivates them most — teamwork, personal development, leadership and job skills training. The ads help them understand the Army is the one organization where they can find the strength that will position them for lifelong success.

“These new ads underscore what the Army does for an individual in helping them to find strength like no other,” said Lt. Gen. Benjamin C. Freakley, commanding general Accessions Command.

“Our approach allows potential recruits to visualize their aspirations — working with the newest technology, advancing their education, finding challenging training, being on a winning team — things they will use throughout their career. We want them to see that the Army provides opportunities like no other company, school, team or shop.”

“Team” underscores the benefits of working on a team in the Army made up of heroes like no other.

“Shop” demonstrates what it would be like to work in a shop that teaches someone everything from technology of robotics to working on jet engines.

“School” illustrates the only classroom in the world where someone can learn technology, strength and leadership skills all in one day.

“Company” alludes to the many business leaders who began their careers in the Army and, following their service, moved into a world filled with career opportunities and respect.

“These new ads convey that there is no other place in the world that offers the experiences you will gain through public service in the Army,” said Ed Walters, chief marketing officer for the Army.

“Whether a young person decides to stay in the Army for a full career or decides to pursue another career after the Army, they receive skills that the American public values and employers desire. The Army develops these skills through high-tech training, leadership experiences, and educational opportunities at prestigious civilian and military institutions.”

Scheduled Launch Dates

Nov. 11, Veterans Day: Four commercials began to roll-out in November. These spots demonstrate what it is like to be on a team of heroes, learn in a high-tech shop and gain valuable



A company like no other, from the new prospect TV campaign. Photo courtesy McCann Worldgroup

experience working with robots, jet engines and other Army systems.

Week of Dec. 29, All-American Bowl: Additional commercials will begin airing the first week of January and include:

- A 60-second Army Anthem that speaks for the whole Army

- A 30-second spot describing opportunities in the Army Reserve

Late January: Toward the end of January, the commercials will turn the spotlight on officership and the opportunities for leadership training and development as well as pursuing higher education.

Driving to Goarmy.com

When communicating about the Army mission with prospects and influencers, sharing real-life examples that show the opportunities, experience and strength that cannot be found any other place in the world connects Future Soldiers to something bigger than any one person. To that end, all creative executions will drive viewers to goarmy.com, where a wide array of Soldier stories await them.

On Nov. 11, goarmy.com added a section called Straight from Iraq, a first-of-its-kind effort to connect prospects with Soldiers in Iraq to help them better understand what deployment is really like.

During All-American Bowl, spots will drive audiences to a 3D virtual Army post on goarmy.com where prospects can



experience an Army unlike any other on earth. Prospects will learn that the Army is made up of the most highly trained, dedicated and respected Soldiers in the world with the most sophisticated and powerful vehicles, aircraft and high-tech gear in the world.

“The Army recognizes that young men and women spend a significant amount of time online and are socially connected to their peers,” said Walters. “These unique ads are designed to spark attention and encourage interested people to visit goarmy.com to experience the Army through real Soldiers who are their potential peers.”

Strike Force

Trains, Recruits, Enlists

Applicants

By Robin Fulkerson, 1st Recruiting Brigade

A team comprised of the 1st Recruiting Brigade Mobile Recruiter Training Team and 22 company operation trainers successfully enlisted 80 applicants during Operation Strike Force Victory, a program continuing to provide results long after its end.

Col. Patrick M. Gawkins, 1st Brigade commander, ordered the development of a strike force to increase enlistments and Army market share in areas with the highest potential return-on-investment following the 4th quarter quarterly training briefings. Long Island, James River and Norfolk recruiting companies became the subjects of the mission.

“The purpose of the strike force was simple,” said Command Sgt. Major Todd A. Moore, 1st Brigade command sergeant major. “Embed our best and brightest into our most propensed AORs and lead more Americans into the ranks of our Army.”

The concept put an eight-to-nine person team of trainers into three company areas of responsibility that were clearly identified as the most propensed companies. Using the S2 potential model, the teams recruited alongside the units’ assigned NCOs while simultaneously training as they fought the mission.

“We established a goal of 75 contracts between three training teams (set to deploy to the field),” said Moore. “By ENDEX they had lead over 80 Americans into our Army in just short of 90 days.”

“The mission was an absolute success,” said Moore, “There was an enormous amount of training and sharing that occurred

at all levels that you can’t measure, but will grow and develop significantly the skills and knowledge of the NCOs in all three AORs.”

Prior to engaging the field, the mobile training team trained the company operation trainers for two days to ensure prospecting plans focused on the commander’s intent and that efforts were focused on ZIP codes providing the best possible return-on-investment.

“The COTs were required to embed within the recruiting stations,” said Master Sgt. Anthony Stoneburg, 1st Brigade MRTT noncommissioned officer-in-charge. “They were there to show the NCOs in those recruiting stations what right looks like.”

Sgt. 1st Class Eric Hunter, Richmond, Va., company operation trainer, agreed.

“Whether it’s dealing with prospecting, processing, or Future Soldier maintenance, this will give them an opportunity to see some of the things they might be missing,” he said.

Hunter said the strike force helped the company selected in his area of operation in a huge way.

“This (the strike force) gave the company a chance to see that recruiting is really what you make of it,” he said. “If you have Soldiers recruiting successfully in a new environment with limited tools, it should motivate others, especially new Soldiers, to follow suit.”

Currently, 1st Brigade has no plans to conduct strike force missions like this one in the future, but the effects of Operation Strike Force Victory offered area recruiters long-term training benefits.

“The training and reinforcement provided will last much longer than the enlistments we were able to provide,” said Stoneburg.

“Too often we tell others how to do things,” said Moore. “During this mission we wanted to show them how to do it while optimizing AORs that had large DOD enlistment activity.”

1st Brigade MRTT and leadership continue to review the after-action review for this mission. The operation was conducted July 14 through Sep. 15.

Protecting Laptops



By Fonda Bock, Associate Editor, Recruiter Journal

The latest devices to help stem the ongoing theft of laptops are small reminder stickers and a key ring tag with the graphic of a laptop in a red circle and a red line drawn diagonally over the top of it. The stickers — to be placed inside the lower rear corners of the driver and passenger front windows of all GOVs — and the key tags, are meant to serve as a reminder to recruiters and USAREC personnel not to leave computers in unattended vehicles.

From 2002 to 2006, the number of stolen laptops averaged about 30 a year, according to James Woodruff, command security manager for USAREC. But in 2007, that number jumped to 64, and stolen laptops have already surpassed 100 for 2008, although many of those were taken in one heist.

Aside from the few cases where a large number of computers are stolen from an office, truck or warehouse, Woodruff said the majority of losses are the result of recruiters leaving the equipment in their GOVs and POVs, despite the H2 letter, which states computers will not be left in vehicles unattended.

“So you have the rule, you have the command policy, which is an order,” said Woodruff, “which says don’t do it. But people still do it. Why do they still do it? Well, there’s always those people who either don’t know what the requirement is, or they know...and they just decided not to, because, well, I’m just going to run in here for a minute or two. And then they came back out and it was gone.”

At any given time, Woodruff said, there are about 14,000 laptops out in the field with a value of about \$2,500 each. But the real value lies within the sensitive information on each machine.

“It’s not necessarily the value of the laptop,” said Woodruff, “it’s what kind of damage can be caused to the Army, to USAREC, or to an individual if their personal information (is stolen). The potential loss may be valued in the millions.”

Following are precautions for protecting laptops:

- ◆ Never leave the laptop anywhere in a POV or GOV, not even for a moment.
- ◆ Even in your office, unless it is a controlled secure area, it’s advisable to keep your laptop out of sight, preferably in a locked drawer when not in use.
- ◆ Report stolen or lost laptops immediately to the chain of command.
- ◆ Maintain control of the cable lock key.
- ◆ Disguise the laptop. The distinctive size and shape of a laptop make it an easily spotted target for thieves. Carry it in a briefcase or another case.
- ◆ Never keep passwords or access user IDs on the computer or in the case. Don’t program function keys with sign-on sequences, passwords, access phone numbers or phone credit card numbers. If the machine is stolen, those codes would be valuable.
- ◆ Store data files on CDs and carry them separately from the computer.
- ◆ When going TDY, never let the equipment out of your sight when in an airport or public area. If you have to set it down, lean it against your leg or place it between your feet so you can feel its presence.
- ◆ Never place the computer in checked baggage. If you have to deplane, take it with you.
- ◆ Never store a computer in an airport locker.
- ◆ When possible, avoid leaving the laptop in a hotel room. If you have to, lock it in a piece of luggage or secure it with a cable lock.
- ◆ Back up all files before traveling.

Those assigned laptops have an inherent responsibility to safeguard the equipment and may be held responsible for financial reimbursement of a stolen or lost computer and subject to disciplinary action.



Chief Warrant Officer Michael Danberry and Patrick Brown exhibit to students and educators historical World War II Army vehicles during Army Education Day at Fort Snelling, Minn. *Photo by Ken Plant*

How Minneapolis *Does*

By Ken Plant, Minneapolis TAIR Program Manager

When team recruiting was started in Spring of 2007, Minneapolis Battalion took a second look at the Total Army Involvement in Recruiting program as a promotional tool for prospecting. Traditionally, each company requests a TAIR team once per quarter using Soldiers to explain their training and experiences in the Army. USAREC Regulation 601-85 categorizes this type of presentation as a skill clinic.

After Action Reviews about the skill teams noted the same high schools were receiving TAIR assets year after year. Also of interest was that the same TAIR team would capture a lot of leads at one recruiting station and then few, if any, at the next using the same team and the same presentation. And finally, how could the battalion stretch its TAIR funding to allow more use of TAIR and improve their chances of getting support from installations across the U.S?

Recruiting stations were provided a TAIR request form for Fiscal Year 2007. The form asked for a primary and alternate TAIR asset the week the recruiting station could use the asset, along with the names of priority schools the prospector would target. Emphasis was placed on requesting educational topics

that Soldiers from various MOSs could “teach,” rather than provide the typical MOS brief or skill clinic. For example, in the medical field, a Soldier from MEDCOM could instruct votech, college and high school classes on “first response procedures,” “basic first aid for sports injuries,” or “zoonotic diseases,” (diseases transferable from animal to man). Soldiers from Fort Sill, Okla., could instruct science classes on weather data collection and Army journalists could teach classes on digital photography and capturing video news. Accomplished Soldier-athletes could share the importance of setting goals.

Evaluation cards are passed out to the students with the recruiter giving a short introduction of himself and stating that he or she is not there to recruit, rather to give a short presentation on an educational topic. Students are invited to ask questions and give feedback about the presentation and fill out the bottom portion of the card if they are interested in finding out more about Army opportunities

Recruiting station managers/commanders receive a bio of the inbound supporting Soldier, a flyer with details of what is being taught, his or her photo and contact information for students to find out more about the upcoming presentation. The flyer is used not only to schedule the asset but is also posted in the school as an added promotion.

A news story is generated to local newspapers about the Army or Army Reserve educational asset. A second news release that includes photographs and comments from the local recruiter IS released after the event.

Upon launch of the new TAIR program for Fiscal Year 2007, 17 educational assets and 17 MOS clinics were requested and used by the field. Far more target-aged leads resulted from the educational presentations, and far more hard-to-penetrate schools elected to use the Soldiers who enhanced their curriculums.

Another major change in the program was the addition of using talented Army Reserve Soldiers and their local equipment. This included history presentations from the Fort Snelling, Minn., Military Museum combined with Soldiers and equipment of today. One-third of the battalion's support now comes from the Army Reserve.

TAIR

One of the best educational TAIR events during May 2008 was at Fort Snelling for high school and college students and the public, attracting more than 2,000 attendees.

Biology classes appreciated a fully mobile combat support hospital where, medical personnel gave presentations covering dental, operating room, pharmacy and other medical topics.

Static displays included tanks, trucks, jeeps, Humvees and demonstrations of the Army's new Palletized Loading System. Students learned that the PLS, built to carry critical supplies needed in battle, has proven its ability in front-line resupply missions in Bosnia, Kosovo, Afghanistan and Iraq.

Math and engineering students had the opportunity for hands-on demonstrations as surveyors, and engineering Soldiers shared their knowledge and skills with a portable bridge and state-of-the-art surveying equipment.

Law enforcement and safety students received presentations from military police, fire and rescue, EMT and safety specialists. Students learned that military police do more than bring people to justice.

Physical education classes enhanced their climbing skills as local recruiters offered the Rock Wall Challenge, featuring four levels of climbing skills.

A digital photography seminar was offered to students interested in journalism.



Fort Bragg jump master, Sgt. Shawna Marston (left) suited up students in Dickinson, N.D., to conduct presentations on training opportunities for women in the Army. Photo by Sgt. 1st Class Andrew Nelson.

Immediate results from AARs showed that the battalion's Partner in Education Program for FY 08 excited and motivated two out of every 10 high school junior, senior, votech and college students to want more information on becoming Army Strong. At the same time, the program built positive rapport with educators and the general public.

For Fiscal Year 2008, 26 educational TAIR events netted 1,360 target-aged leads, compared to 732 leads captured by the identical number of MOS-type clinics.

Not only did the educational type assets produce twice the number of leads, but for those that keep their eyes on cost efficiencies, cost per lead for the educational events was \$16.37 versus \$57.58 for the skill clinics.

Embracing change, listening to the education community, and discovering from recruiters what works and what needs to be improved has made the Minneapolis Battalion's Partner in Education Program one of the best and most valued tools for recruiters.

Albany Battalion Earns German



Many Soldiers found the road march to be the toughest event. *Photo*

By Andy Entwistle, Albany Battalion

Thirty-nine Albany Battalion recruiters earned the German Armed Forces Badge for Military Proficiency during three days of rigorous testing in October. The badge is a foreign decoration that U.S. Soldiers may wear on their Class A uniform. The test was administered by Stabsfeldwebel Karl-Heinz Grenzebach, a German liaison to Fort Knox, Ky., who said to his knowledge this was the first time a recruiting battalion had tested for the badge. “They said it couldn’t be done,” said Albany Command Sgt. Maj. Benny Kinsey, who first proposed the idea. “But we did it.”

Although German soldiers take up to a year to complete the strenuous program, the recruiters had only three days to attempt all of the events. The first day included a 200-meter swim, a long jump, shot put, 100-meter sprint and a 3,000-meter

run. The second day was more restful, with pistol qualification at 25 meters and a written first aid test. Most of these events were pass/fail, but on the third day the Soldiers faced the ultimate challenge that would decide whether they would receive bronze, silver or gold badges — the road march with a 22-pound pack — timed according to age — over distances from nine to 18 miles. The majority of the recruiters were under 29 years old, so earning a gold medal meant marching 18 miles in under five hours. When the dust settled, 44 of the 77 Soldiers who began the testing had earned a badge at some level, 36 of them gold.

The march took place on the battlefield at the national park in Saratoga, N.Y., where in 1777, an emerging U.S. fought its first victory during the American Revolution. The march was scheduled to coincide with Surrender Day, the 231st anniversary of the British surrender there on Oct. 17, 1777. Grenzebach said, “What impresses me the most is that nobody in this unit quits. Even those who knew they could not still earn a badge competed in the road march.”



by Jane Spass, Albany Battalion

female, who gutted through 12 miles in under four hours to earn her gold badge. “The last mile was the toughest, but I didn’t want to settle for silver. Some guys from my company hung with me — that really helped,” she said.

Participation was voluntary and those who chose to test themselves were in high spirits. “It reminds you what it is to be a Soldier,” said Sgt. 1st Class Ryan King, of Bear Mountain Company. Staff Sgt. Stephen Evans, from the same station, who marched the 18 miles with King, agreed. “I was in Germany and never got to do this. Who’d have thought I’d be doing it here? And the event was well put together.”

That was no fluke — months of planning went into making sure all the testing fit into three short days. The Soldiers, some traveling from over three hours away, stayed on the historic Watervliet Arsenal in tents supplied by a nearby Reserve unit. An MP unit at West Point facilitated drawing and storing the ammo and Reserve drill sergeants from the 1st Battalion, 389th Engineer Regiment ran the range at a local gun club. Meals were MREs except a buffet dinner put on by the local VFW and a family readiness group barbecue. Reserve Soldiers from the 413th Combat Sustainment Battalion volunteered as medics, drivers and support personnel, manning water points along the march.

Finally, against a beautiful autumn backdrop on the afternoon of the third day, the Soldiers left the ceremony with their families, tired but proud. Lt. Col. Ken Sullivan, commander of the Albany Recruiting Battalion and a recipient of a silver badge, summed up the event. “It’s important to do things like this,” he said, “and it will pay off. A team-building exercise like this, a chance to get together out of the office can do for us what the British surrender did for the Continental Army. I think we’ll see a renewed sense of purpose in the weeks to come.”

For Sgt. 1st Class Lee Davis, of Burlington Company, his toughest challenge was the early morning swim. “I drank way too much pool water,” he said. Capt. Brad Gilliatt, Battalion S1, noted that many recruiters were challenged by the pistol qualification. “It’s not a weapon Soldiers qualify with frequently,” he noted, although he fired well enough for a gold medal.

For most, however, it was the road march that taxed them mentally and physically. Medics from a local Reserve unit stayed busy treating blisters as several badge recipients limped to the podium with blood showing through their boots. One of those was Staff Sgt. Kim McCray, from Burlington Company, the lone



Recruiters had 13 seconds to run the 100-meter sprint. Photo by Jane Spass

Top in their Class Recruiters of the Year

Regular Army Recruiter of the Year



Staff Sgt. Anika Anderson-Hack
Medical Recruiting Brigade
5th Medical Recruiting Battalion
St. Louis Recruiting Company

1st Sgt. of the Year



1st Sgt. Kevin Bidwell
1st Recruiting Brigade
Baltimore Recruiting Battalion
Potomac Recruiting Company

Reserve Recruiter of the Year



Sgt. 1st Class Shateria Rahming
2d Recruiting Brigade
Jacksonville Recruiting Battalion
Jacksonville Recruiting Company

NCO of the Year



Sgt. 1st Class Lisa Woodrum
1st Recruiting Brigade
Baltimore Recruiting Battalion
Potomac Mills Recruiting Company

Station Commander of the Year



Master Sgt. Christopher Earle
Medical Recruiting Brigade
3d Medical Recruiting Battalion
Chicago Medical Recruiting Company

Runners-Up

Regular Army Runner-up



Sgt. 1st Class Gilbert Rosa
1st Recruiting Brigade
Baltimore Recruiting Battalion

1st Sgt. Runner-up



1st Sgt. Craig Russell
3d Recruiting Brigade
Great Lakes Recruiting Battalion

Reserve Recruiter Runner-up



Sgt. 1st Class Jessica LaPointe
1st Recruiting Brigade
Baltimore Recruiting Battalion

NCO Runner-up



Sgt. 1st Class Jason Smith
Medical Recruiting Brigade
3d Medical Recruiting Battalion

Station Commander Runner-up



Staff Sgt. James Wilson
5th Recruiting Brigade
Oklahoma City Recruiting Battalion

Civilians of the Year

Professional Employee



Kenneth Gornic
1st Brigade

Program Specialist



Stacie Shain
Indianapolis Battalion

Administrative Support



Sung Everhart
5th Brigade

Technical and Program Support



Janet Tackett
Columbus Battalion



Runner-Up
James Weise
Headquarters USAREC



Runner-Up
Peggy Clinton
Headquarters USAREC



Runner-Up
Lucille Holbrook
Columbus Battalion



Runner-Up
Eric Harris
Syracuse Battalion

Other Awards

Unit Awards

Due to transformation Unit Awards are based on achievements during the months of April through September FY 08.

Top Battalion in 6th Brigade
Salt Lake City Battalion

Top Battalion in 5th Brigade
Phoenix Recruiting Battalion

Top Battalion in 3d Brigade
Nashville Recruiting Battalion

Top Battalion in 2d Brigade
Raleigh Battalion

Top Battalion in 1st Brigade
New England Battalion

Top Brigade for USAREC
2d Brigade

Top Battalion for USAREC
Raleigh Battalion

Top GSCA Brigade for USAREC
2d Brigade

Top GSCA Battalion for USAREC
Atlanta Recruiting Battalion

Top Medical Battalion
2d Medical Battalion

Career Counselor of the Year

SSG Anthony Robinson
5th Brigade

Top Retention Award

SFC Michael Knutsen
6th Brigade

Centurion Award

The new Centurion Award was created for companies who achieved 100 contracts in any Phase Line in FY 08.

Valdosta Recruiting Company
100 Contracts in Phase Line October
CPT Adrien Humphreys
1SG Tracy Glover

Fayetteville Company
100 Contracts in nine months
Oct., Jan., Feb., Mar., Apr., May, July, Aug. and Sept.
MAJ Paul Fowler
1SG Alston Sandy

El Paso Recruiting Company
100 Contracts in Phase Line April
CPT Sheree Hennessee
1SG Ronald Lawver

San Antonio East Company
100 Contracts in Phase Line Oct. and April
CPT Robert Shadowens
1SG Christopher Casey

Recruiting and Retention Recognition

Instructor of the Year
SFC Rosella Scott

Division Chief of the Year
SFC Brian Rennert

Special Missions Brigade

Warrant Officer Achievement: 101 percent
Chaplain Achievement: 116 percent
Special Operations Battalion: 113 percent

Top MPRI Recruiters

Michael Turner
Delmarva Company
1st Brigade

Jeffrey Sessoms
Wilmington Company
2d Brigade

Jason Gibson
Dayton Company
3d Brigade

Lee Huggins
San Antonio West Company
5th Brigade

Richard Jamieson
Tacoma Company
6th Brigade



Command Sgt. Maj. Stephen Frennier explains the Centurion award he created for companies that achieve 100 contracts in any phase line. To his right is 1st Sgt. Alston Sandy, Maj. Paul Fowler and Maj. Gen. Thomas Bostick. *Photo by Julia Bobick*

Family Life Consultants

Provides Support to USAREC Soldiers & Families

By Frankie Stull, USAREC G1

The story line is all too familiar. After spending months deployed to Iraq or Afghanistan, a Soldier returns to home station and feels isolated and has difficulty re-connecting with his or her family. There is also the case where the Soldier runs into financial difficulties after realizing they're spending beyond their means. Finally, you could have a case where the Soldier's spouse and children feel that they don't fit into the community to which they just moved.

Whatever the situation, each of the above scenarios can benefit from the Department of Defense's Military and Family Life Consultant Program. This growing program is now an integral part of the Soldier and Family Assistance services provided by the Recruiting Command. Beginning Oct. 21 this year, each brigade within USAREC, and also USAREC headquarters, had a Family Life Counselor and Personal Financial Counselor assigned.

The counselors can attend Future Soldier events, annual training conferences, family symposiums, family day events and other USAREC events in order to provide a range of services. Family life counselors are here to provide short-term, situational, problem-solving counseling for many issues that military families face. The financial counselors on the other hand are here to assist with managing your finances so that you can reach your financial goals, get an education, fulfill your needs and plan for your future.

"The program is highly flexible and may be tailored to meet the needs of various military communities," said Mike Hoskins, special assistant in the Office of the Deputy Undersecretary of Defense for Military Community and Family Policy. "Military



Recruiting spouses take part in the Annual Leaders Training Conference in San Antonio during October. One topic briefed to the spouse session was the newly arrived Military Family Life Counselors, now one in each brigade to assist Soldiers and their families with stress related issues as well as financial issues. Photo by Julia Bobick

and family life consultant services may be delivered to individuals, couples, families, and groups. These services are aimed at enhancing operational and family readiness."

Hoskins said nonmedical counseling may address life skills, such as anger management, conflict resolution, parenting, parent-child communication, and relationship issues. Military Family Life Counselors can also help service members cope with problems unique to the military lifestyle, including deployment stress, reintegration, relocation adjustment, separation, homesickness, loss and grief and transition, benefits and financial counseling.

Counseling is private and confidential, with the exception of state, federal, and military reporting requirements mandated by law. If the counseling reveals a clinical disorder, consultants will refer the individual to military mental health-care providers, Tricare, or other mental health professionals.

Members of USAREC can request counseling services by contacting their brigade Soldier and Family Assistant at 1-800-790-0963.

Safety For The Holidays

Frank McClanahan, Combat Readiness/Safety Center

The winter holiday season involves activities that expose each of us to increased risk. Hazardous weather and road conditions, reduced hours of daylight, alcohol, fatigue and vehicle breakdowns are all common to the holiday season and can make operating vehicles a dangerous undertaking.

During the coming holidays, the likelihood of being involved in an accident on the highway is intensified. Predominant factors are the increased use of intoxicants and the tendency to travel long distances. Fatigue and excessive speed can be natural byproducts of these factors.

As a fatigued driver becomes less alert, his ability to judge distance, depth and speed is reduced. Accidents involving sleepy drivers are usually the most serious because a sleeping driver cannot exercise any degree of control. Fortunately, drivers can take measures to ensure their safety — and that of their passengers — by keeping these precautions in mind.

While Driving On the Roadways

- Wear your seat belt and make sure passengers buckle up. If you're involved in an accident, your chances of avoiding serious injury or death are greater. Furthermore, wearing a seat belt reduces the secondary impact of an accident, which is the collision between the passenger and the interior of the vehicle.
- Get adequate rest before and during the trip, and avoid driving more than eight hours in one day. Be sure to take short, 15-minute breaks every hour.
- Avoid night driving as much as possible and leaving for a trip after performing a full day of duty.
- Avoid alcohol before and during the trip. After consuming a few drinks, a driver is unable to accurately judge speeds and distances, follow traffic patterns or react quickly to hazards or emergencies.
- Maintain adequate ventilation in the vehicle at all times. This will reduce the possibility of carbon monoxide poisoning. Ensure the entire exhaust system is completely free of leaks.
- Operate your vehicle at speeds appropriate for weather and road conditions and avoid overdriving your field of vision.
- Have your vehicle inspected for proper operation of brakes, steering, windshield wipers, tires, heater and defroster, lights and the exhaust system. Mechanical safety of the vehicle is very important all year, especially in the winter as conditions demand more from your vehicle and you.



Decorating for the holidays is a fun and exciting. However, while decorations help set the seasonal mood, they can also set the conditions for a disaster. If your family tradition calls for a live Christmas tree, be sure to select a recently harvested tree and store it outside until you're ready to set it up.

Inspect the tree to make sure it's not too dry by bending the needles between your thumb and forefinger to see if they break. You can also bounce the trunk of the tree against the ground a few times to see if a large number of needles fall off. Cut the tree at an angle beginning at least 1 inch above the original cut, place the tree in a container of water and brace securely.

When you set up the tree, place it away from radiators, stoves or other sources of heat such as lighted candles. Ensure Christmas lights and wiring are Underwriters Laboratories, UL, approved and used for interior or exterior purposes as specified.

Discard worn wires and light sets before short circuits occur. Tree lights should also be checked daily to determine drying effects on needles. When needles begin to turn brown, take the tree down. As a preventive measure, unplug the lights on your tree and all other decorations every time you leave your home or go to bed.

Artificial, metallic-type trees have definite fire safety advantages over live trees. However, faulty wiring or light sets can energize the entire tree, causing a potentially deadly electrical shock.

Illuminating the tree with off-the-tree spotlights or floor lights will virtually eliminate the danger of shock or fire.

Lighted candles are an almost certain invitation to fires on any tree and should be kept a safe distance away. When decorating a tree, glass or metal decorations are recommended. Cotton, paper or celluloid decorations are a fire hazard and must not be used on or around trees.

When Buying Children's Toys

As you make your toy purchases, be sure to read the safety assessments prepared by consumer advocacy groups. Some simple rules to remember are to avoid toys that shoot projectiles, have sharp edges or can strangle or provide an electrical shock to a child.

Always buy a toy that is age appropriate. If you plan to put a new bicycle under the tree, don't forget to include the protective helmet. Remember that you have a responsibility to teach your child bicycle safety and test them on their knowledge and application of the "rules of the road."

Putting safety in the forefront of your celebrations will help ensure you and your loved ones are around to give thanks for years to come.

The Moving Wall

Story and photo by D. Charone Monday, Columbus Battalion

Called “The Moving Wall,” the half-size replica of the Vietnam Veterans Memorial has been touring the nation for more than 20 years. And, in a time when our nation is in conflict and Americans are losing their lives defending freedom, the Moving Wall reminds us just how far we have come.

Capt. David Powell, commander of Dayton Company and a veteran of Iraq, was asked to speak at the ceremony. Afterwards he discussed his war experience and how he was treated as a returning vet.



A young student stares at some of the names of America’s fallen as he visits the Moving Wall on opening day. Later in the week, students were given a special visitation to the wall just prior to its closing.

“I think that the country has learned from Vietnam that you don’t blame the war on those who are ordered to fight it,” said Powell. “The average citizens of the United States today almost go out of their way to show how appreciative they are of today’s veterans. Whether they believe in what’s going on overseas or not, they don’t see the Soldier as part of the problem.”

Part of the day’s ceremonies included honoring Miamisburg’s fallen heroes who paid the supreme sacrifice. Wreaths were laid around the memorial by the Miami Valley and Upper Valley Young Marines.

Mark Kucharski looked like most of the veterans there, bore the scars inflicted on many of the youth of that day. Scars that couldn’t be seen by the naked eye — but there just the same.

He told a story about four of his friends... how each one had died in the war. One, a Marine, died in the arms of Oliver North and the others in combat as Army Soldiers.

He knew exactly where they were on the memorial. As he stared at their names, a tear began to well up in his eye as his voice failed him for words. After a long pause, he simply said, “I came home and grew old, but they will always be 18.”

Kucharski had these words to describe the wall. “I believe the wall is symbolic of our nation...not just for the Vietnam era and what it means, but to every American. It symbolizes the men and women who answer our nation’s call and thereby ensure our freedoms.

“There are certainly no words that could express our gratitude to the men and women who are serving our country at this time. They’re serving under the most difficult of circumstances. And, we can best honor the people whose names are on the Moving Wall by never forgetting the people who are defending us right now and thanking them for their service,” said Kucharski.

Powerboat Racing Promotes Army

Story and photo by Scott Pittillo, Raleigh Battalion

Recruiters are always looking for ways to get the Army’s message out, and sporting events are a favorite. In September, recruiters from the Havelock, N.C., station used the Crystal Coast Super Boat Grand Prix in Morehead City to do just that.



Owner John Mottola and driver Dan Dinger cross the finish line at the Crystal Coast Grand Prix in Morehead City, N.C., on Sept. 21.

Recruiters acknowledged that powerboat racing is a somewhat new venue for them, but there was a bonus to it. One of the competitors was an Army veteran who painted his boat to show his personal pride from having served.

Out of admiration for all of the opportunities the Army has afforded him, Skull Mountain Racing owner John Mottola wanted to share with others what the Army did for him and what it can do for them. He decided to use his passion for powerboat racing as a platform to promote the Army by painting his boat with an Army theme. When he isn’t racing, Mottola takes the time to go to local high schools to get kids interested in the military and power boat racing. Mottola is always eager for the chance to speak with the students.

“Come talk to me and let me share my experience,” said Mottola. “I was a private, a noncommissioned officer and I was an officer,” he continued. “I was in the conventional Army; I was in the special operations command side of the Army,” Mottola added. “The other thing to show these guys is that you can be successful in anything you want to do. You can stay in the Army for 30 years or you do three and you get out and you grow your own business. It’s all about success; it’s all about building yourself from the inside out.”

As the only military at the race, recruiters had a corner on the market and their display area drew large crowds.

Siblings Join — Brother Overcomes Obstacle

By Nicki Massie, Kansas City Battalion

It's not every day that siblings join the Army, but it happens. It's less common for a brother and sister to join together. Even less common is that one of the siblings had to lose 46 pounds to join.

Brother and sister, Brent and Nikkia Saucedo, of Jackson, Mo., joined the Army together on Oct. 3. Nikkia wants money for college. She and Brent have three other siblings and three step-siblings. She needed to find a way to pay for college. She decided to join the Army Reserve as a 42A, human resources specialist, and take advantage of the Army's education benefits. Her ultimate goal is to go to medical school.

Brent's motive? "I want to serve my country." He had to lose 46 pounds and 6 percent body fat to do so.

At 6 feet, Brent is now a muscular 253 pounds. He lost the weight by "running a lot." His recruiter, Sgt. 1st Class Keith "Buck" Buchanan, Cape Girardeau Station, admires Brent's determination.



Brother and sister, Brent and Nikkia Saucedo, of Jackson, Mo., swear to the oath of enlistment.

"He was really solid when he came in. It was really hard for him to lose the weight, because he was so solid. He had to work hard at it." Brent is going to be a 13B, cannon crewmember.

Nikkia headed to basic at Fort Jackson in October and then to the replacement unit in Marion, Ill. Brent headed to basic at Fort Sill in October. Sister and brother, serving together and yet apart. Each with their own goals and reason to join. Each reaching their goals through the Army.

High School Senior's Future on Pathway to Success

Story by Tina Beller, New York City Battalion

History was made when a first-generation Asian American accepted the U.S. Army's oath of enlistment administered by a four-star general at "the Booth" of Times Square's Army Recruiting Station in Manhattan — the crossroads of the world.

Seventeen-year-old Yosero Kim, a senior at Half Hollow Hills West High School in Dix Hills, Long Island, was one of nine new Soldiers selected from around the nation to receive the oath of enlistment administered by Gen. William S. Wallace, commander of the U.S. Army Training and Doctrine Command, in this one-of-a-kind ceremony.

"I've joined the Army because it's always been a dream of mine ever since I was an infant," said Kim, who is now a second-generation Soldier. "There is a picture of me when I was much younger holding a model M-16 in camo gear, so it's pretty much embedded into my DNA."

The Army celebrated nearly 170,000 men and women who enlisted this recruiting year, a hallmark of the all-volunteer Army's success in meeting recruiting objectives for all three Army components.

"Our goal is to maintain the strength of our nation," said Secretary of the Army, Peter S. Geren, who addressed the crowds of Soldiers, civilians, tourists and native New Yorkers. "Young men and women who step up and join the Army in the middle of the war tells you something about their character, their

heart and a lot of intangibles about them."

Accompanying Kim on this iconic patch of New York City turf were eight other new Soldiers from around the nation as well as the Army's Faces of Strength — a handful of male and female Soldiers who have already distinguished themselves in their service to the nation. Included were a Silver Star recipient, a Bronze Star Medal with Valor awardee and an Army Olympian.

"People aren't in the Army," said Geren. "People are the Army, and these young men and women have just become a part of that Army. In the middle of this war, 170,000 people have raised their right hand to join the Army. In the middle of this war, they have stepped forward when our nation needed them to answer the call."

Kim, a student of Brazilian Jiu-Jitsu and an All Federation cross-country runner will report to Fort Benning, Ga., next July to attend the Army's Ranger indoctrination program. A strong advocate of physical activity, Kim identified with the Rangers immediately, according to his recruiter, Sgt. 1st Class Robert Hansson. Hansson knows about the Rangers, having served with a Ranger battalion for several years before being assigned to recruiting duty.

Kim also received \$28,000 in combined bonuses and the college education benefits are valued at over \$63,000, further underscoring the Army's credibility as a partner in education.

Brothers Join Army Together

Story by Debbie Cannon, Denver Battalion

Fifty years of family military service to country solidified Michael and Robert Ververs' decision to join the Army. Brothers and best friends, their dream is to be Army Rangers.

Michael, 22, and Robert, 20, attended Thompson Valley High School in Loveland, Colo. They enlisted as airborne infantry and left Oct. 14 to train together at Fort Benning, Ga., for 14 weeks.

Michael Ververs and Janice Serum, their parents, were in the military. Serum, who enlisted at the same location as her sons, served six years as an administrative assistant in the Army Reserve starting at age 18. Ververs was in four years doing biomedical maintenance repair.

Michael will receive an \$18,000 bonus and Robert \$15,000. Both are achieving advance promotions based on their high physical fitness score and test scores,

Being physically fit is key to their success, and playing high school sports started them on the road to being fit. Robert

played football his senior year, wrestled four years, and lettered four times in wrestling, was three time all conference, and one time all-state. Michael lettered in football two years.

"I want to be at the top in my class and max the PT with a 300," said Robert. They are under 13 minutes on the two-mile run.

"Ranger is the maximum amount of respect in the Army, you're an elite Soldier, and can hold your head high," said Michael. "We signed up for airborne infantry and will show them we deserve a shot at Ranger, so hopefully we can follow our dreams."

Serum said, "Both are very athletic and driven but they support each other, and I support their decision. For them to do it together goes along with how they've lived their lives, they push each other.

"I think every young person should serve in the military when they are young for personal growth," added Serum. "It gives you confidence in yourself. It forms a strength in you that you can't get anywhere else."

"Black Hawk Down" Niece Joins Army

By Ronald Poynter, Special Operations Battalion

In a small town north of Boston, a hero gathered with more than 20 family members for a ceremony. This gathering included seven veterans, with a total of more than 100 years of military service. But neither the hero, nor the other veterans were the subject of this assembly on the southeastern edge of the White Mountain National Forest. They all converged at the family home of Mr. and Mrs. Brian Coffey, whose daughter, Laurel Coffey, was the focal point.

The hero is retired Chief Warrant Officer Michael Durant. Durant is famous and not just in the family enclave of North Conway, N.H. He is the pilot who was shot down and held captive in Mogadishu, Somalia, in 1993. Anyone who has read the book or seen the movie "Blackhawk Down" knows his name. His memoir, "In the Company of Heroes" is on the Army Chief of Staff's reading list.

Durant was there to conduct an honorary swearing in ceremony for another member of his family — his niece, Laurel Coffey.

On Oct. 13, Laurel became 1st Lt. Coffey, of the Medical Specialist Corps. Commissioned by a hero, surrounded by family, Coffey teared up as she recited the oath. Durant commissioned her on a cool overcast day that somehow added dignity to the ceremony. She is just the latest in a long line of family members who chose to serve their country in the Armed Forces. Laurel, at eight, was captured in photos shown around the world as Durant was carried off a military transport plane on his

return from Mogadishu. She was there with tears and flowers for her returning uncle.

Graduating from the University of New Hampshire with a master's degree in occupational therapy, her decision to join the Army was an easy one. She had a whole family of role models who showed her the way with examples, stories and legends.

Coffey left for Fort Sam Houston, Texas, to attend the Army Medical Department Officer Basic Leadership Course. She then reports to her first duty station at Tripler Army Medical Center in Honolulu, Hawaii, to start her own story and carry on the family legacy.



Famed pilot of "Blackhawk Down," retired Chief Warrant Officer Michael Durant, conducts a honorary swearing in ceremony for his niece, Laurel Coffey, making her the last in a long line of military members in the family. *Courtesy photo*

Recruiter Answers a Higher Calling

Story and photo by D. Charone Monday, Columbus Battalion

By looking at him, you'd never guess that Zanesville, Ohio, recruiter Sgt. 1st Class Andrew Horval was anything other than a dedicated Soldier and successful recruiter. But recently, he added the job description of pastor to his resume.

Feeling that God had called him to the ministry more than 14 years ago, becoming an ordained Baptist minister was a long time coming. As pastor, he presides over the Soldier's Baptist Church. On a good Sunday, the small but growing congregation comprises about 30 people including other recruiters and local community members.

When asked how he balances being a recruiter and a pastor, Horval replied, "Team work! It takes team work to be a successful recruiter and a successful

pastor. I rely on motivating those around me to accomplish specific goals. In recruiting it happens to be the contract mission. As a pastor, it happens to be the will of God and His great commission."

In a time when some would question how a Soldier could also be a pastor, Horval said, "In reference to soldiering, I do what I do to help save my brother to my left and my right. If a life must be taken in defense of our nation, I hope many more are saved because of it."

Horval, who used to be station commander, found that the other recruiters were comfortable with his new role. Even though some of the recruiters attend his church, according to him, "I keep my leadership positions whether station commander or team leader professional and do not treat a member of our church any better than a nonmember. The recruiters know what I believe and respect that. They judge me based off of my work performance alone."



Sgt. 1st Class Andrew Horval, an avid biker, proves you don't have to be a traditional pastor to be working in ministry.

First Enlistment is Sister

By Andy Entwistle, Albany Battalion
Leominster, Mass., station recruiter Staff Sgt. Dennis Moore wondered while learning his new trade at Fort Jackson, S.C., how long it would take him to write that important first contract. He admits to being confident, especially since he was returning to his hometown of Westminister, Mass., and covering the same high school he graduated from in 2003.

"I'm pretty motivated, so I knew it wouldn't take long," said Moore, "but even I didn't think it would be this quick."

Moore wrote his first contract Oct. 6, barely a week after reporting for duty, a worthy achievement, although Moore admits it helped that the applicant was his sister, Doreen.

She was excited to enlist.

"Just about everyone in my family has served in the Army," said the 17-year-old high school senior. "My dad is a retired master sergeant, and I always knew I would join. But I'm really



Staff Sgt. Dennis Moore, Leominster station recruiter, with his sister Doreen, whom he recently enlisted. Courtesy photo

excited that my brother got to be my recruiter."

After graduating high school next year Moore will train as a 44C, financial management specialist, which she chose because she likes accounting. She also enlisted for the Partnership for Youth Success option, so following her service she will interview with Norwegian Cruise Lines and hopes to work in Hawaii.

Her older brother, a veteran of two tours in Iraq as an infantryman, admitted to some mixed emotions.

"I wouldn't really want her to see some of the things I've had to see," he said. "But the bottom line is that I've never been so proud of her in my life."

Although Staff Sgt. Moore has cleared one big psychological hurdle — getting that first contract — he knows he is not out of the woods yet. He said, "I won't really feel like a recruiter until I enlist someone I don't know. But I know I can do it, and I

think that being a local guy helps me to relate." And if that fails he says he has a handful of nieces and nephews in the area. "The only problem is none of them are close to being 18."



Chief of Staff of the Army Gen. George Casey, Secretary of the Army Pete Geren, and Thomas R. Insel, director, National Institute of Mental Health, sign a memorandum of agreement Oct. 23. Under the MOA, the NIMH will conduct a research study for the Army that will focus on the mental and behavioral health of Soldiers, with particular focus on the multiple determinants of suicidal behavior. *Photo by C. Todd Lopez*

NIMH to Study Factors That Cause Suicide

By C. Todd Lopez, Army News Service

The Army has asked the National Institute of Mental Health to conduct a study to get to the root causes of why Soldiers commit suicide.

Secretary of the Army Pete Geren, Chief of Staff of the Army Gen. George W. Casey Jr. and Thomas R. Insel, director, National Institute of Mental Health, signed a memorandum of agreement Oct. 23 that spells out the nature of the study.

Under the MOA, the NIMH will conduct research for the Army that will evaluate the many factors that contribute to suicide. The end result will be for the Army to use the study to develop strategies to prevent suicides.

“The National Institute of Mental Health has the world’s finest researchers in mental health,” said Geren. “We are pleased to partner with them in our ongoing efforts to prevent the tragedy of suicide. This collaboration offers an opportunity to make great advances in the understanding of suicide and develop prevention programs and practices.”

During the study, which is expected to last five years, the NIMH may interview Soldiers, their families and their parents. The study will include the active-duty force in addition to the National Guard and Army Reserve.

The Army has seen a steady increase in suicides in recent years. In 2007, there were 115 suicides in the active duty-Army, more than any year since the start of the first Persian Gulf War. The Army considers one suicide one too many, said Casey, adding that the service is working to reduce the number of suicides.

“The Army is committed to providing the best resources for suicide awareness, intervention, prevention and follow-up care — all of which are critical in helping Soldiers and family members prevent unnecessary loss of life,” said Casey.

Sexual Assault Web Site Launched

By Kelly Pate, Army News Service

The Army has launched a new Sexual Assault Prevention Program Web site as part of its I. A.M. Strong campaign.

The acronym I. A.M. stands for Intervene, Act and Motivate. The I. A.M. Strong campaign seeks to change the culture of the Army by stamping out sexual assaults and the sexually offensive language and gestures that create an abusive environment, said Col. Jon Dahms, chief of Planning Support, Army Public Affairs.

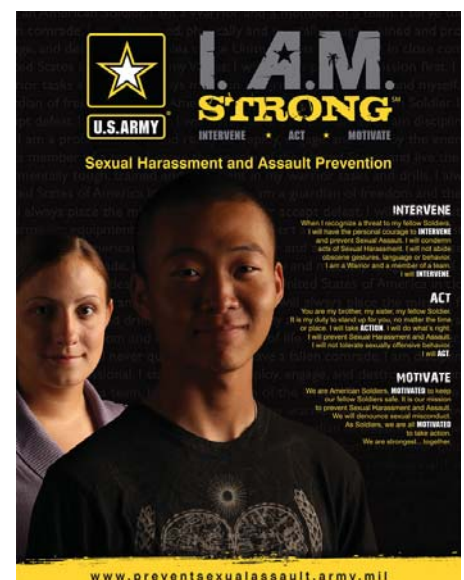
The site, www.preventsexualassault.army.mil, is part of the Army’s ongoing efforts to create a climate that eliminates incidents of sexual harassment and assault in the Army.

“We’re on the offensive to stop the crime of sexual assault before it even happens,” said Nathan F. Evans, Army Sexual Assault Prevention and Response deputy program manager. “Commanders at all levels have been charged to aggressively implement their command’s I. A.M. Strong prevention program.”

The Web site provides information on how to prevent sexual assaults, what to do if a person has been assaulted and training and leader tools.

The Army launched its I. A.M. Strong program in September 2008 to give leaders and Soldiers the tools they need to stop sexual assaults. At the Army’s sexual assault prevention summit in Alexandria, Secretary of the Army Pete Geren stressed the significance of Army values, which are at the core of the sexual assault prevention program.

“American Soldiers are members of a band of brothers and sisters, bound by



common values, and duty and loyalty to each other that sets them apart from society,” said Geren.

Army leaders aim to put an end to sexual assault Army-wide over the next five years and to make the Army’s sexual assault prevention program a model for the rest of the nation. The Army plans to change its culture through the influence of committed Army leadership and Soldiers, peer-to-peer accountability, and education and training to ensure Soldiers understand the responsibility to intervene and how to do so safely.

The Army plans to stop sexual harassment as well as sexual assault — neither of which has any place in the Army, Col. Dahms said.

“This is important to the Army because sexual harassment and sexual assault hurt not only individual Soldiers and civilians,” said Dahms. “These incidents also negatively affect the readiness of units and organizations at all levels.”

Submissions are now being accepted for USAREC’s Jacobs Jennings Brown Journalism Award. The firm deadline is Jan. 26, 2009. The SOP has been e-mailed to all battalion and brigade APAs.

Children Remembered

Story and photo by Michael Scheck, Chicago Battalion

Nothing can prepare a family for the death of a child. Two families in the Chicago Battalion lost children during the last two years. To honor the memory of those children and help the families with the healing process, members of the battalion recently held a memorial service and tree planting outside the headquarters building.

Mariana Elaine Tunstall, daughter of Sgt. 1st Class Keith and Kristena Tunstall and Aaron Luwtrell Simmons, son of Sgt. 1st Class David and Ruby Simmons, were eulogized in prayers and songs as trees were dedicated in their honor.

Mariana died recently after a long struggle with severe autism. “To know



Sgt. 1st Class David Simmons and wife Ruby pose in front of the memorial plaque and tree honoring their son Aaron. The Chicago Battalion recently held a memorial service and tree planting for the Simmons’ son Aaron and Mariana Tunstall, daughter of Sgt. 1st Class Keith and Kristena Tunstall.

her, you can truly understand the meaning of unconditional love,” according to her mother, Kristena. “Mari had no strings attached when it came to her love...She was just a tender loving sweetheart. She showed us all how to love and be loved in return.”

Chicago Battalion commander Lt. Col. Ed Box called the memorial service a time for the battalion to “remember and reflect” on the lives of Aaron and Mariana. “The memorial service is a small token of our gratitude for all that the families have gone through,” said Box. “We dedicated these two trees on behalf of Mariana and Aaron as a symbol of life and to let them know that we will never forget them.”

Golden Knights Add More Women and Wounded Warrior to Team

By Cheryle Rivas, Army News Service

The U.S. Army Parachute Team, the “Golden Knights” 2008 Assessment and Selection program graduated 12 Soldiers earning the prestigious honor of wearing the black and gold uniform — representing the Army’s official ambassadors. This year’s graduating class included five females, the largest group to graduate in 10 years, and the team’s first wounded warrior.

Sgt. 1st Class Daniel Metzdorf is an above-the-knee amputee who was assigned to the parachute team through the Wounded Warrior program. He endured the rigorous training and testing that each of his fellow Soldiers endured and was able to graduate alongside his peers during a jump demonstration and knighting ceremony.

Also graduating was the team’s first female reservist, Sgt. Jennifer Schaben.

To be selected to the team, an individual must be on active-duty status, have completed 150 free-fall parachute jumps and have a good military and civilian record.

The process for becoming a Golden Knight includes a rigorous six-week assessment and selection program of training.



Class of 2008 left to right: Sgt. Jennifer Schaben, Sgt. Rachel Haddon, Spc. Brandi Phillips, Sgt. Dannielle Whoosley, Sgt. Ryan Bonham, Sgt. Aaron Figel, Sgt. Trevor Oppenborn, Sgt. 1st Class Daniel Metzdorf, Staff Sgt. Christopher Acevedo, Sgt. Reese Pendleton, Sgt. Tyler Wheeler, Sgt. Laura Dickmeyer. Photo by Donna Dixon

Gold Badges



OCTOBER 2008

1ST MEDICAL BATTALION

MAJ Robert Garcia
CPT Alexander Misiewicz

6TH MEDICAL BATTALION

MAJ Charles Shavers
CPT Erik Johnson
SSG Clinton Lochaby

ALBANY

SSG James Brazeau
SSG Manley Frost
SSG James Parker
SSG Jessy Shea
SGT Robert Bledsoe Jr.

SGT Jason Earl
SGT Nilson Garcia
SGT Timothy Inglis
SGT Matthew Lindell
SGT Daniel Malandrino
SGT Ray Rabideau
SGT David Trottier

ATLANTA

SSG Randall Fry
SSG Maurice Stewart

BALTIMORE

SFC Derrick Coleman
SFC Jerry Kremin
SFC Nachele Reaves
SFC Joseph Williams
SSG Erin Borisevic
SSG Jae Karnes

SSG Robert Lynch
SSG Christopher Shackelford
SSG Richard Walton
SGT Adam Hamilton

BATON ROUGE

SFC Keith Lewis
SGT Terrance Jones

BECKLEY

SFC Charles Edmond
SFC Carl Gallagher
SFC Tommy Hay
SSG James Dillon
SSG Marcus Moore
SSG Michael Turner
SSG Robert Woods
SGT Daniel Carpenter
SGT Dale Oran
SGT Donald Serate

CHICAGO

SSG Harold Garvey
SSG Charista Jonson
SSG Joel Knox
SSG Jeremy McKinney
SGT Scott Garbin
SGT Randall McNutt
SGT Roy Pointer
SGT Tyrone Reed
SGT Anthony Thomas
SGT Matthew Ward

COLUMBUS

SFC Derek Walters
SSG John Craig
SSG Adam Mahan
SSG Richard Zimmerman

DALLAS

SFC Cedrick Webb
SSG Abel Carrillo
SSG Edgar Nava
SSG Erik Polanco
SSG Carlos Riojas
SSG Shawn Rule
SSG Scott Grayson
SGT Alicia Lomeli
SGT Richard Lopez
SGT Richard Perez

DENVER

SFC Kelly Mudford
SGT William Graham

FRESNO

SSG Andrew Bobo
SSG Charles Buckingham
SSG Jeffre Guntalilib
SSG Joseph Palacios

GREAT LAKES

SSG Jerod Clark
SSG Brian Cureton
SSG Luther Oldfield
SSG David Roth
SSG Dwight Warner
SGT Joshua Bowman
SGT Richard McGowen
SSG Michael Kube

HARRISBURG

SFC Scott Halbleib
SFC Gloria Perez-Acosta
SFC William Taylor
SSG Kevin Donnelly
SSG Andrew Folmar
SSG John Lanos
SSG Dustyn Miller
SSG Eric Potter
SGT Michael Frei
SGT Oscar Martinez
SGT Justin Nearing
CPL Leonard Strazza

HOUSTON

SSG Joseph Garcia
SSG Jace Halbrook
SSG William McDaniel
CPL Mayur Patel

JACKSONVILLE

SGT Robbie Wolfe

LOS ANGELES

SSG Isaac Campos
SSG Richard Myung
SSG Ryan Quiroga
SSG Nathaniel Jones
SSG Andrew Murray

MILWAUKEE

SFC Curtis Oxendine
SSG Damir Lisica
SSG Jesse Thompson
SGT Chasvonne Farrington
SGT Troy Fisher
SGT Frederick Schroeder

MINNEAPOLIS

SFC Shawn Kunkel
SSG Craig Hahn
SSG Keith Larson
SSG Jason Milligan
SSG Alex Murray
SSG James Myers
SSG Hayden Roe
SSG William Ruch
SSG Axel Roldanpolanco
SSG Andrew Simer
SSG Brian Smith
SSG Benjamin Strimpel
SSG Randall Youngs
SSG James Young
SGT Eric Conzett
SGT Daniel Klatt
SGT Joshawa Levine
SGT Justin Randall
SGT Ryan Rivers
SGT Lyle Wittmann

MONTGOMERY

SSG Carl Blackmon
SSG Joshua Bryon
SSG Yolanda Butler
SSG Michael Daniel
SSG Kara McHugh
SSG Delroy Roach
SGT Sherman Bell
SGT Joe Hernandez
SGT Talessia Martin
SGT William Roach

NASHVILLE

SFC Bradley Sorrell
SSG Michael Davis
SSG Jessie Harris
SSG Marcus Parker
SSG Scott Staggs
SSG Keith Stout
SSG Roger Whaley
SGT Brian Hackett
SGT Matthew Hamilton
SGT Timothy Hockett
SGT Shane Newcomb
SGT Ryan Smith

NEW ENGLAND

SFC Dante Duarte
SSG Eric Miller
SSG Everet Sterling
SSG Stephen Zabinski
SGT John Joyce

NEW YORK CITY

SFC Sean Francis
SFC Bruce Johnson
SSG Eric Beauchamp
SSG Luz Gonzalez
SGT Frederick Langhorn

PORTLAND

SFC Matthew Boedeker
SFC Aaron Waseca
SSG Edward Bickle
SSG Jennifer Cunningham
SSG Justin Jacoby
SSG Kevin Johnston
SSG Jason Neisch
SSG Richard Schroeder
SSG Shaun Umi
SGT Joemer Canlas
SGT Steven Fief
SGT Tony Weisenburger

OKLAHOMA CITY

SSG Adam Been
SSG Raymond Boze
SSG Ricky Carlson
SSG Anthony Jackson
SSG Shawn Johnson
SSG Matthew Murphy
SSG James Patterson
SGT Juan Feliciano

Rings



BADGES CONTINUED

RALEIGH

SSG Teresa Boyd
SSG Scott Brone
SSG Christie Escalante
SSG Hassan Fuller
SSG Molanda Gaither Jr.
SSG Christopher Turnersmart
SSG Jeremy Walker
SSG Joseph Wicker
SGT Ryan Beasley
SGT Arnold Martin Jr.
SGT Wesley Woods

SALT LAKE CITY

SFC Alejandro Madrigal
SFC Dennis Norrod
SSG Melissa Berberian
SSG Nathan Henry
SSG Jason Sodenkamp
SSG Gregory Woolsey
SGT David Biehl
SGT Jeff Frisbie
SGT Kevin Rogge
CPL Peter Grain
CPL Shane Ripplinger

SAN ANTONIO

SFC Michael Baker
SSG Chris Aleman
SSG Mario Garza
SSG Marson Houston
SSG Jesus Perales Jr.
SSG Pedro Sanchez Jr.
SSG Corey Tandre
SGT Ray Aikens Sr.

SEATTLE

SFC Daniel Forsythe
SSG Tommy Askey
SSG Patrick Chadwick
SSG Christopher Dulas
SSG Enrique Merrell
SSG Jarrod Phillips
SGT Jose Caraballo-Feliciano
SGT Christopher Clemenza
SGT Candance Davis
SGT Jonathan Domingo
SGT Joshua King
SGT Robert Mykleby
SGT Gregory Roby
SGT Clayton Sumner

SOUTHERN CALIFORNIA

SFC Eibylardo Funesrivera
SSG Jimmy Perry
SSG Jeremy Sparks
SSG Robert Vorba
SGT Lewis Goram
SGT Mario Puente

OCTOBER 2008

1ST MEDICAL BATTALION

MAJ Leon Hooten
CPT Michael Cox
SFC Brandon Butcher
SFC Ramon Echevarria-Martinez
SFC Luis Montano
SFC Dominique White

3D MEDICAL BATTALION

MAJ Frank Riggle
MSG Christopher Earle
SFC Carl Houseman
SFC Sumid Smith

5TH MEDICAL BATTALION

SSG Anika Anderson-Hack

6TH MEDICAL BATTALION

SFC Gregory Kraft
SFC Luis Rosa
SSG Edward Carr
SSG Luis Dejesus-Correa
SSG Kelly Duke
SSG Juvenal Villalobos-Olivera

ALBANY

SSG Brennan Binger
SSG Joseph Howard

ATLANTA

SFC Christopher Rigsby
SSG Thomas Clark

BALTIMORE

SFC Glanatta Carter-Johnson
SFC John Helm
SSG Karl Austin
SSG Brian Grotz
SSG Kimbo Hodge
SSG William Olenick

BATON ROUGE

SFC Turshandah Cole
SFC Cartica Kimmons
SSG Cory Griffing
SSG Richard Rudd
SGT Domonick Stewart
SGT Reginald Henley

BECKLEY

SFC Albert Dean Jr.
SFC Patrick Fanning
SFC Dwayne Knight
SSG Eugene Randolph

CHICAGO

SSG Joseph Bread
SSG Pat Bishop
SSG Marcelus Chambers
SSG Aaron Hayes
SSG Kenneth Kersey
SGT Jeremy Darty

CLEVELAND

SSG Patricia Davis
SSG Raul Ortiz
SSG Brian Webber
SGT Kenneth Foss

COLUMBIA

SFC Michael Lyle
SSG Alex Anderson

COLUMBUS

SFC Michael Mitchell
SSG Nathen Beckley
SSG Richard Hust
SSG Lee Wagner

DALLAS

SFC Garland Sturgell
SFC Jeffrey Walp
SSG Keith Bucklin
SSG Jack Cleghorn
SSG Michael Dobbs
SSG Roy Franks
SSG Richard Jones
SSG Michael Maples
SSG Eddie McAfee

DENVER

SFC Christine Howland
SFC John Lohnes
SSG Tony Collins
SSG Mark Fullman
SSG Ucok Hendri
SSG Troy Nelson
SSG Gina Reiss
SSG Alexander Lopez
SGT Jason Goodman
SGT Albert Hatten

GREAT LAKES

SFC Marybeth Knott
SFC Brian Moore
SSG George Bonnell
SSG Alvin Byers
SSG Jonathan Cargile
SSG Sean Day
SSG Deryl Deveau
SSG Derek Dickerson
SSG Ryan Lawson
SSG Gregory Reichhart
SSG William Riggle
SSG Michael Rust
SSG Gary Smith
SSG Michael Steele
SSG Aaron Stuckey
SSG James Styers

SSG Deon Tabron
SGT Joel Hallendy
SGT Brent Newsted
SGT Evan Smith
SGT Bennie Steiner

HARRISBURG

SFC Isaac Peterson
SFC Kenneth Simmons
SSG Thomas Calarco
SSG Shawn Doland
SSG Linwood Futrell
SSG Daniel Gilke
SSG Michael Knight
SSG Christopher Levack
SSG Joshua Murray
SSG Scott Newcomer
SSG Arthur Samaras
SSG Shawn Smith
SSG Ryan Stamos
SSG Joseph Sullivan
SSG Bobby Thomas Jr
SSG Jeremiah Wolford

HOUSTON

SSG Joaquin Deleon
SSG Thomas Elkins
SSG Mark Guevara
SSG Jancey Shimasaki
SSG Shane Stanton
SSG Bryan Teal
SSG Yvin Valcin
SSG Glenn Zevallos
SGT Joseph Medina

INDIANAPOLIS

SFC Charles Hendricks
SSG David Aossey
SSG Edsel Grayson
SSG Brent Sweeney
SSG David Vesper
SGT Brandon Jones
SGT Michael Martin

JACKSONVILLE

SFC Eddie Crutchfield
SFC Jacqueline Crutchfield
SFC Bernard Jackson
SFC Fredrick Smalls
SSG Allan Mitchell
SSG Melissa Ortega
SGT Alexis Prince

CONTINUED

RINGS CONTINUED



KANSAS CITY

SSG David Goff
SSG Daniel Vanmeter

LOS ANGELES

SFC Raymond Hicks
SFC Jeffrey Miller
SSG Darrin Colwell

MID-ATLANTIC

MSG John Ardans
SFC Michael Hurst
SFC Valecia Killingsworth
SFC Norman Moore
SFC Milton Ward
SFC Shawn Xavier
SSG Christopher Shannon
SSG Jose Caban-Delgado

MILWAUKEE

SFC Anthony Scionti
SFC Eric Tremly
SSG Christopher Tasker
SGT Jason Irwin

MINNEAPOLIS

SFC Matthew Bishop
SFC Richard Penix
SFC Jennifer Shoats
SSG Torrance Colon
SSG Thomas Dow
SSG Kristopher Enderson
SSG Michael Hafner
SSG Bryan Jaragoske
SSG Brian Tuve
SGT Jonathan Hennessee
SGT Nathan Peters

MONTGOMERY

SSG Terrance Barnes
SSG Frances Dumas
SSG Matthew Odell
SSG Tommy Stewart

NEW ENGLAND

SFC Michael Colbert
SFC Steven Thibodeau
SSG John Hodek
SSG Joey Jones
SSG Theron McDonald
SSG Jason Merrill
SSG Scott Wilburn

NEWYORK

SFC McKinley Knight
SSG Frantz Moise
SSG Gregory Paris
SSG Cory Smith
SGT Johnny Han

OKLAHOMA CITY

SSG Steven Baker
SSG Matthew Gump
SSG Kevin Lindsey
SSG Dennis Walker

PHOENIX

SFC Dwain Lacey
SFC Michael Mayorga
SFC Alfonso Nunez
SSG Alfredo Hurtado
SSG Franklin James
SSG Matthew Kelley
SSG Sabrina Lindahl
SSG Carlos Rosado
SSG Jeremy Ross
SSG Nathan Vasquez
SSG Arthur Walker
SSG Derek Wood

PORTLAND

SFC Joseph Alviar
SFC John Anneheim
SFC James Blow
SFC Lima Pula
SSG Charles Cruz
SSG Brian Czmowski
SSG James Justice
SGT William Fritz

RALEIGH

SFC Robert Bacher
SFC Joe Crosby Jr.
SFC Rory Springs
SSG Robert January
SSG Andrew Hutchinson
SSG Hugh Lyon
SSG Adam Nelen
SSG Matthew Newberry
SSG Tyrone Saunders
SSG Jeffrey Schultz

SACRAMENTO

SFC Albert Harris
SFC Ricky King
SSG Denise Alloway
SSG Steven Cheng
SSG Bruce Curtis III
SSG Edwin Esmenda
SSG Henry Favre
SSG Joseph Lynch
SSG Robbie McGillen
SSG Timothy Templeton
SSG Antonio Vasquez
SSG Brian Warne

SALT LAKE CITY

SFC Shayne Charlesworth
SFC Albert Engleton
SFC Charles Hile
SSG Joshua Bernier
SSG Alfonso Flores
SSG Joseph Gumbakis
SSG Michelle Hughes
SSG Christopher Medlin
SGT Jason Haines

SAN ANTONIO

SFC Kenneth Johnson
SFC Teresa Pereyra
SFC Joanne Sherry
SFC Darin Sholas
SSG James Capps
SSG Troy Caraway
SSG Matthew Cavanah
SSG Orlando Mathews
SSG Michael Ramirez Jr.
SSG Miguel Robles
SSG Sean Shannon
SSG Kenneth Sineath

SEATTLE

SFC Benjamin Bowe
SFC Roman Galiki
SSG Michael Crosby
SOUTHERN CALIFORNIA
SGT Kamolrat Hendrix
SGT Hiram Godsey
SGT Brian Pingon

SYRACUSE

SFC Ryan Booser
SFC John Hudson
SFC Bradley Swayne
SSG Jeffrey Ege
SSG Charles Koerner
SGT Jonathon Bielski

TAMPA

SFC Lesroy Huggins
SFC Tracy Olsen
SFC Richard Owens
SSG Michael Mills
SSG Michael Pineiro
SSG William Stratton

Morrell Awards

OCTOBER 2008

1ST MEDICAL BATTALION

SFC Shawn Clark
SFC Donna Griffen
SFC Mycle McConnehey
SFC Nicholas Miceli
SFC Edward Thomas

3D MEDICAL BATTALION

SFC Patricia Obera

5TH MEDICAL BATTALION

SFC Dalton Joseph Jr.
SFC Victor Simpkins

6TH MEDICAL BATTALION

SFC Dwight Pennington

ALBANY

SFC Travis Crow
SSG Gerald McDonough

ATLANTA

SFC Jason Laser
SFC Baxter Pittman
SFC Mervin Watford
SGT Tony Vincent

BALTIMORE

SFC Walter Davis
SFC James Gill



SFC Quincy Martin
SFC Clarence Quarterman
SSG Danny Dillow
SSG Troy Lee

BATON ROUGE

SFC Carlous Banks
SFC William Keith
SFC Michael Minniefield
SFC Ralph Negrete
SSG James London
SSG Preston Peters

BECKLEY

SFC Taj Haith
SFC Eric Muir
SFC Jessie Standridge
SFC Anita Tillery

MORRELLS CONTINUED

SSG Christopher Burley

CHICAGO

SFC Michael Bartley

SFC Kevin Bowman

SFC Michael Dukes

SSG Nicholas Mullen

COLUMBIA

SSG Lindsee Janise

DALLAS

SFC Charles Sills

SFC Tony Rubio

SSG Telly Grier

SSG Mario Hurtado

SSG Nicholas Loy

SSG Carol Santiago

SSG Tommy Watson

DENVER

SFC Nancy Alessandri

SFC Richard Reardon

SSG Roderick Brown

SSG Kyle Davis

SSG Robert Livingston

GREAT LAKES

SFC Steven Adkins

SFC Theodore Curry

SFC Frank Hernandez

SFC David Lambert

SFC Vincent Schlais

SFC Ricky Smith

SSG Tyrone Duff

SSG Michael Walter

SSG Jeffery Zuker

HARRISBURG

SFC John Adams

SFC Gary Harney

SFC Ronald Quinn

SFC Stephanie Pinkney

SSG Adam Atherton

SSG Andrew Davis

SSG Chad Neal

SSG Amie Smith

HOUSTON

SFC Armando Bustos

SFC Eduardo Garza

SFC Richard Harrigan

SSG John Jenkins

INDIANAPOLIS

SFC Karen Hulbert

SFC Harold Warren

SSG Michael Adkins

SSG Robert Simms

SSG Jeffrey Smith

JACKSONVILLE

SFC Reginald Coaxum

SFC Winslow Hill

SFC Jerome Morgan

SFC Beverly Smith

SSG Jonathan Denton

SSG Henry Holt

SSG Ivan Scott

LOS ANGELES

SFC Danny Chong

SFC Fernando Hernandez

SFC Steven Yun

MILWAUKEE

SFC Eli Blyberg

SFC Brian Chamberlain

MINNEAPOLIS

SFC Casey Cantrell

SFC Mark Duronio

SFC Jeffrey Fullerton

SFC Scott Kaserman

SFC Michael Kolb

SFC Billy Winchester

SSG Peter Cerny

SSG Nathan Lawler

SSG Michael Rabb

SSG Johnny Marshall

MONTGOMERY

SFC Calvin Baisden

SFC Kenneth Beverley

SFC Jack Fields

SSG Jason Baugh

SSG Wesley Henderson

SSG Aubrey Odom

SSG Brian Privett

NEW ENGLAND

SFC Kathleen Hall

SFC Rafael Suarez

PHOENIX

SFC Gregory Austin

SFC Richard Cole

SSG Jeffrey Crane

SSG Crystal Cripe

SSG Adrian Espinoza

SSG Alejandro Franco-Padilla

SSG Kyle McLaughlin

SSG Rafal Soroka

PORTLAND

SFC Michael Belocura

SFC Douglas Hollie

SFC Andrew Mace

SFC Mannie Mallot

SSG Ryan Hoffman

SSG Charles Widel

RALEIGH

SFC Russell Burnham

SFC Shawn Carrington

SFC Robert Hudson

SFC William Hyden

SFC Jonathan Millet

SFC James Naylor

SFC David Nile

SFC Tyrone Polite

SFC Randy Ray

SFC Dennis Robinson

SFC Anthony Scott

SGT Deangelia Daniel

SACRAMENTO

MSG Susan Kostovich

SFC Glen Jackson

SFC Omar Laboy

SFC Daniel Lord

SFC Sherri Roundtree

SFC Mark Sinderson

SFC Kent Smith

SSG Robert Carswell

SSG Monte Chambers

SSG Matthew Conkling

SSG Jacob Difazzio

SSG Kenneth Ford

SSG Jason Hillman

SSG James Lent Jr.

SSG Shaun McCurdy

SSG Brock Turner

SGT Sean Dinnell

SALT LAKE CITY

SFC Byron Dishmon

SSG Joseph Fletcher

SSG Brian McBride

SSG James Meddford

SSG Joey Nace

SSG Kathlene Porter

SSG Ryan Sanderson

SSG Carl Selby

SSG Michael Thomas

SAN ANTONIO

SFC Antonio Herrera Jr.

SFC Elias Martinez

SSG Stephen Gonzeles

SSG Gabriel Guzman

SSG Gabriel Taylor

SPECIAL MISSIONS BRIGADE

SFC Antonio Johnson

SORB

SFC Robert Herring

SFC Phillip Spaugh

SOUTHERN CALIFORNIA

SSG Jonathan Zolkosky

TAMPA

SFC William Cruz

SFC John Gilfillan

SFC Wesley Harrell

SFC Raymond Theiss

SSG Fred Claridy

SSG Alvin Blackmon

SSG William Hunter

SSG Donald Mertz

SSG Dara Pratt

SSG Paul Ramos

79R

Conversions

OCTOBER 2008

BATON ROUGE

SSG Kedric McDonald

SFC Ralph Negrete

CHICAGO

SSG Steven Buzzard

CLEVELAND

SSG Eric Crawley

DALLAS

SFC Richard Szabo

DENVER

SSG Keith Smith

SSG Matthew Lowry

INDIANAPOLIS

SFC Eric Miller

MINNEAPOLIS

SSG Joshua Lichtensteiger

SSG Michael Raab

SFC Jennifer Shoats

MONTGOMERY

SSG Angela Kennedy

SSG Richard Conerly

NASHVILLE

SSG Bobby Stepro

NEW ENGLAND

SFC David Ehrlich

SFC Andy Oates

PHOENIX

SFC John Scriven

SFC Michael Allen

RALEIGH

SSG Ernest Bowers

SAN ANTONIO

SSG James Capps

SOUTHERN CALIFORNIA

SSG Jonathan Zolosky

1. What is the most important purpose of active listening?

- a. Keeping mental and written notes
- b. Comprehending the sender's thoughts
- c. Avoiding interruption
- d. Repeating what you are hearing

2. According to USAREC Manual 3-01, more enlistments are lost to a _____ than for any other single reason.

- a. law violation
- b. failure to graduate
- c. lack of follow up
- d. lack of interest

3. Internal and external recruiting components make up _____.

- a. network-centric recruiting
- b. sustaining operations
- c. shaping operations
- d. decisive operations

4. Reaching and engaging people effectively, boosting recruiters' efficiency and focus, and developing a common operating picture are the three basic objectives of the _____.

- a. community network
- b. external network
- c. centric network
- d. internal network

5. There are how many prospecting techniques?

- a. Two
- b. Three
- c. Four
- d. Five

6. What form of prospecting typically has the highest conversion?

- a. Referral prospecting
- b. Telephone
- c. Face to face
- d. Internet

7. What market yields the highest number of quality enlistments?

- a. High Schools
- b. Postsecondary schools
- c. Job Corps
- d. Employment office

8. What may inefficient follow ups and an ineffective FSTP indicate?

- a. A pending FSTP loss due to apathy
- b. Future Soldier is ready to ship
- c. Key influencer involvement
- d. None of the above

9. Injuries, law problems and failure to graduate are some causes of unavoidable _____.

- a. circumstances
- b. scenarios
- c. FSTP losses
- d. all of the above

10. Actions that make prospecting possible, such as obtaining a student directory, are examples of _____.

- a. follow up
- b. networking
- c. socializing
- d. lead generation

11. What is a scripted opening to telephone prospecting?

- a. State the reason for the call
- b. Identify yourself and the Army
- c. Identify goals
- d. Establish trust and credibility

12. When prospecting, apply the _____ process when you are presented with an obstacle?

- a. problem solving
- b. trust and credibility
- c. both A and B
- d. none of the above

13. When analyzing the DD 214, what block will tell you if the applicant has a service remaining requirement?

- a. Block 6
- b. Block 7
- c. Block 8
- d. Block 9

14. Any action taken to make personal, one-on-one contact with individuals who might agree to an appointment and join the Army is called _____.

- a. lead generation
- b. follow up
- c. prospecting
- d. processing

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

MISSION BOX

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



1st Brigade



2d Brigade



3d Brigade



5th Brigade



6th Brigade



Medical Recruiting
Brigade

October Fiscal Year 2008

Top Regular Army Recruiter

SSG Patrick Boucher
Baltimore Battalion

SGT David Harris
Atlanta Battalion

SFC Marybeth Knott
SSG Deryl Deveau
SSG Kenneth Johnson
SGT Quantae Bush
Great Lakes Battalion

**Team Recruiting Concept*

SSG Peter Romero
Phoenix Battalion

SFC Brandon Mattern
Portland Battalion

SSG Clinton Lochaby
6th Medical Battalion

Top Army Reserve Recruiter

SSG Jason Merrill
New England Battalion

SFC Denis Brogan
Tampa Battalion

SSG Jonathan Harper
Phoenix Battalion

SFC Jeffrey Bettencourt
Sacramento Battalion

MAJ Katherine Murdock
2d Medical Battalion

Top Large Station Commander

SFC Ryan Razon
Fall River
New England Battalion

SFC Bobby Stanovich
Lafayette
Baton Rouge Battalion

SSG Tyrone Hayes
Chicago West Addison
Chicago Battalion

SFC Clint Moosman
Killeen
Dallas Battalion

SFC Paul Bulathsinghala
Roy
Salt Lake City Battalion

SFC Troy Hall
Boston Metro
1st Medical Battalion

Top Small Station Commander

SFC James Latella
Times Square
New York City Battalion

SSG James Brown
Thomasville
Jacksonville Battalion

SFC Gary Ray
Henderson
Nashville Battalion

SSG David Cox
Independence
Kansas City Battalion

SSG Daniel Bonis
Lewiston
Seattle Battalion

SFC Gigi Theocharides
Salt Lake City
6th Medical Battalion

Top Company

Europe
Albany Battalion

Lafayette
Baton Rouge Battalion

Lexington
Nashville Battalion

Tempe
Phoenix Battalion

Ogden
Salt Lake City Battalion

Boston
1st Medical Battalion

Top Battalion

New England

Dallas

Sacramento

3d Medical Battalion

Correction note:

Last Month Top Large Station Commander was incorrectly listed as SFC McKinley Knight, it should have been SFC Laurence Colley of Crown Heights

Answers to the Test

1. B. FM 6-22, para 7-88

2. C. UM 3-01, para 7-1

3. A. UM 3-01 para 1-8

4. D. UM 3-01 para 3-4

5. C. UM 3-01 Ch4 Telephone (p-1) Referral (P-2) Face-to-Face (p3) Internet (p4)

6. A. UM 3-01, Para 4-13

7. B. UM 3-0. para 2-35

8. A. UM 3-01 para 8-9

9. C. UM 3-01 para 8-7

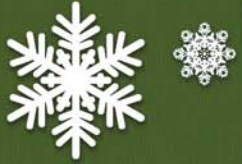
10. D. UM 3-01, para 2-17

11. B. UM 3-01, para 4-12.

12. A. UM 3-01, para 4-12

13. A. When analyzing the DD 214, block 6 will tell you if the applicant has a service remaining requirement.

14. C. UM 3-01, para 2-15 to 2-17.



2008
 USAREC
 CIVILIAN
 EMPLOYEES
 OF
 THE
 YEAR

