

RECRUITER

United States Army Recruiting Command September 2008

Journal

MY STRENGTH



The Real Deal!

**Mobile Exhibitor
Drill Sergeant Program**

RECRUITER Journal

Winner Keith L. Ware Award 2007

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Sgt. 1st Class Andy Hardy, a drill sergeant with the Mobile Exhibitor Drill Sergeant Program, coaches a prospect on proper push-up procedure. Photo courtesy of Accessions Support Brigade

Embracing Change for the Future

Daily, you are making extraordinary contributions across the command to reach our goal of 80,000 active recruits and 26,500 Army Reserve recruits for FY 08. The recruiting OPTEMPO has ramped up considerably during this month each year, and now everyone is pushing extra hard for a successful closeout. I greatly appreciate your dedication to duty and determination to reach success in FY 08.

During the year, we have garnered Army support in order to grow the Army and meet manpower goals. Early in the fiscal year, the Army Accessions Command summit generated more than 80 initiatives to assist us in our recruiting efforts. We recently began testing two of these initiatives.

The Army Preparatory School began operation in early August. Located at Fort Jackson, S.C., it offers youths who have dropped out of high school a second chance for life success skills. Since 30 percent of youth who leave high school without a diploma do so for economic reasons, the Prep School offers a resident course, where applicants can obtain their GED. In comparison with the GED Plus Program, applicants no longer have to overcome the hurdles of working a full-time job while at the same time concentrating on GED studies.

In addition to providing applicants a new avenue for life success, the Prep School will reduce the recruiter workload associated with the current nonresident GED Plus Program. For the applicant, the Prep School will lay the foundation for learning, prepare attendees for the Army, and begin instilling the core values they need for success as Soldiers.

The Army Preparatory School is another tool we can use in meeting the final push in FY 08, although the full potential of the Prep School will be seen in coming years. In FY 09, we expect that the Prep School will offer high school diplomas based on accreditation from the state of South Carolina.

Additionally, the Army is looking at opportunities for those who already have high school diplomas, but have challenges with weight. These Soldiers would benefit from the physical conditioning and nutrition focus during the Prep School prior to entering basic training. The intent of the Prep School is to allow the Army to demonstrate success in the two important areas of education and obesity, with the thought that communities around the nation will pick up on similar prep school concepts. The challenges of education and obesity are not only for the Army, but for the nation.



Maj. Gen. Thomas P. Bostick

Another strategic initiative designed to communicate the values and opportunities of Army service is the Army Experience Center, which opened in Philadelphia at the end of August. The Army Experience Center allows Americans, even those who have no direct contact with the Army, a clear understanding of what it is like to be a Soldier through interactive technology and state-of-the-art simulations. It will expand our current online marketing campaign and combine America's Army Game, the Virtual Army Experience and the Strength in Action Zone in the low pressure environment of a shopping mall.

The Army Experience Center is yet an additional tool for the future. We hope young Americans will learn about career choices and the benefits of education, training, and health care available to Soldiers.

Finally, I want to thank our families for their understanding and support at this important time in the recruiting year. Their contributions must never be overlooked in our effort to attain success. As we move toward year-end closeout, we must continually live up to our Army Values and always recruit with the utmost integrity.

Thank you for a job well done, and I will see you on the high ground.

Embodying the Attributes of Professionalism



Command Sgt. Maj. Stephan Frennier

As I write this article I hope that all is well with you and your families.

As we get ready to successfully close out FY 08, you are helping our Army and Army Reserve grow toward their targeted FY 10 end strength of 547.4K, and 206K respectively. It is very important for you to realize that as an active or Reserve recruiter, you have a strategic impact on our Army with every Future Soldier that you enlist. Let's close out FY 08 strong and get a good start to FY 09; our Army and the nation are depending on us to succeed.

The Army recently released the new DA Pamphlet 600-25, the NCO Professional Development Guide. I highly encourage you to download this publication and review the guidelines for your military occupational specialty. I will

share with you a few very important notes from chapter one.

The Army must have an NCO Corps that:

- Leads by example.
- Trains from experience.
- Enforces and maintains standards.
- Takes care of Soldiers.
- Adapts to a changing world.

These imperatives represent about 99 percent of the professional noncommissioned officers in this command. Unfortunately, we do have about one percent of our NCOs who do not embody the attributes of a professional. This is the small number of sergeants who make the decision to not live the Army values and do things that are illegal and/or immoral.

Let's work as a team and educate this one percent to bring them online with the rest of the professionals, and reduce or

eliminate NCO misconduct in this command.

As I visit recruiters in stations throughout the country, I feel a great sense of pride in what you are doing every day and how professional you truly are.

There is one thing that I would like to see improved: more recruiters need to sign on and join the Recruiting ProNet. This professional forum will enable us to help each other by sharing tactics, techniques and procedures and asking or answering questions within the command. The Recruiting ProNet currently has more than 1,700 members and membership is growing daily.

I am extremely proud of you and honored to be serving with you. Thank you and your families for the sacrifices that you make and keeping our Army Strong.

Senior Fever!

Albany Recruiter Enlists Six Seniors, Four From One School



Staff Sgt. Christopher Poor with his four graduating seniors from Montachusett Regional Technical High School, Fitchburg, Mass. From left to right: Pvt. John Boulay, Pvt. Zachary Hurd, Staff Sgt. Poor, Pvt. William Lowe and Pvt. Lukas Urbanek. Photo courtesy of Jonathan Hurd

By Andy Entwistle, Albany Battalion

Staff Sgt. Christopher Poor watched the class of 2008 graduate at Montachusett Regional Technical High School with the pride of a parent. Or maybe four times as much pride; four of the seniors crossing the stage that evening in Fitchburg, Mass., were his Future Soldiers.

Poor, a Reserve recruiter with the Springfield, Mass., company, said that all four contracts began with a simple phone call.

“The first to enlist was William Lowe last July,” said Poor. “He was just a cold call out of the ALRL.”

John Boulay was next in November, followed rapidly by Zachary Hurd and Lukas Urbanek. The recruiter says he doesn’t have any special approach or particular line that turns phone calls into appointments.

“I just listen,” he said. “I pay attention and look for opportunities to close.” He doesn’t give up either; when one of the seniors didn’t pass the ASVAB on the first attempt Poor enrolled him in March 2 Success for a month. The applicant added 11 points to his score and he enlisted.

All four seniors enlisted in the Army Reserve. “The funniest thing to me was that before becoming Future Soldiers, none of these guys even knew each other,” said Poor. Luckily for the recruiter, however, they knew plenty of other people.

“I’m a big believer in referrals, I really try to network,” he said. In this case, it certainly paid off. First Hurd brought in a friend whom Poor passed to a fellow recruiter to close the deal for active duty. Then Lowe’s twin brother, Robert, who attends

a different high school, enlisted in the Army Reserve and he brought in a friend who enlisted as well. When the dust finally settled, the recruiter’s original four seniors had grown into a total of seven enlistees, six of them Reserve contracts in his name.

Poor knew that contracting was only half the battle, of course, and that his next mission was Future Soldier retention. Motivated by the staff sergeant’s example, all of his Future Soldiers not only stayed with the program, but thrived in it. Hurd and Robert Lowe were promoted to private for their referrals. William Lowe completed the basic training task list to get promoted. Urbanek also became a private through his participation in JROTC.

“That’s my proudest accomplishment, seeing those promotions,” said Poor. “They were Future Soldiers for a long time, one of them almost a year, and I helped all of them see it through to the end.” All but one of the graduates shipped to basic training shortly after graduation. John Boulay was scheduled to ship in August.

“I’ll work with him right up until the night he goes to the hotel,” Poor said. “When I know he’s on the plane, then I’ll relax.” No one who knows Poor really believes that though. The determined recruiter recently earned his recruiter ring and is about halfway toward earning his Morrell Award. He knows many of the points he needs could come his way from a new crop of upperclassmen.

“It’s July,” Poor said. “I’ve got to start calling my new seniors.”

Engaging Locally to Achieve FY 08 Mission Success

By Amanda Huneke, Weber Shandwick

For the first time in its history, the Army is recruiting an all-volunteer force in the midst of a protracted war when the desire to enlist is at its lowest point in two decades. However, public support of Soldiers is strong and Americans continue to enlist.

While there is no doubt the war has a major impact on the current recruiting environment, it's not the only factor playing a role in recruitment. A high college attendance rate among graduating high school seniors and a strong civilian employment market continue to make military recruiting challenging. Still, we continue to see young men and women stepping forward to be a part of the Army team — to defend the nation, the Constitution and the freedoms that we hold dear.

In September 2007, resources were allocated to five recruiting battalions in support of a year-end push to maximize the production of recruiting contracts. The battalions, designated by USAREC, were Dallas, Houston, San Antonio, Raleigh and Oklahoma City. Specific efforts included:

- Local media outreach
- Development of an editorial opportunity piece
- Promotion of the quick-ship bonus
- Media engagements highlighting Maj. Gen. Bostick
- Univision phone bank with Spanish-speaking recruiters

In addition, talking points were developed for USAREC headquarters and distributed throughout the command.

This is a perfect time to reflect on the best practices and lessons learned last year to effectively achieve mission. Best practices are:

Engage Locally

Without the support of the local battalion, it is difficult to achieve success in a new market. Local battalion representatives have the background and relationships necessary to impact how the public perceives the Army within their markets.

Identify Unique and Powerful Soldier Stories

Every Soldier has a unique story to tell about his or her Army experience. These stories can be found across all markets, demographic groups and ranks. They act as a platform to share key messages, change perceptions and increase propensity toward Army service among prospects and influencers.

Engage Potential COIs

COIs are a powerful resource in connecting with and engaging prospects and influencers. They act as a trusted third party to advocate on behalf of the Army and reinforce what the Army has to offer in terms of training, leadership and opportunities.

As FY 08 comes to a close, the importance of meeting this year's recruiting mission is driven home. To ensure success, Weber Shandwick is again initiating an end-of-year support campaign to build momentum. Specific support includes:

- Maintaining close contact with local recruiting battalions to help identify hometown Soldier stories, increase visibility of events and build strong ties with local media.

- Conducting story mining sessions with local battalions and USAREC to develop high visibility and targeted local story opportunities.

- Developing tailored media events and opportunities in key markets to support fourth quarter and end-of-year recruiting missions.

- Creating and executing one major media event plan to highlight recruiting successes among top tier national, local and online media.

- Developing tailored media strategies and materials to quickly secure coverage of good news stories.

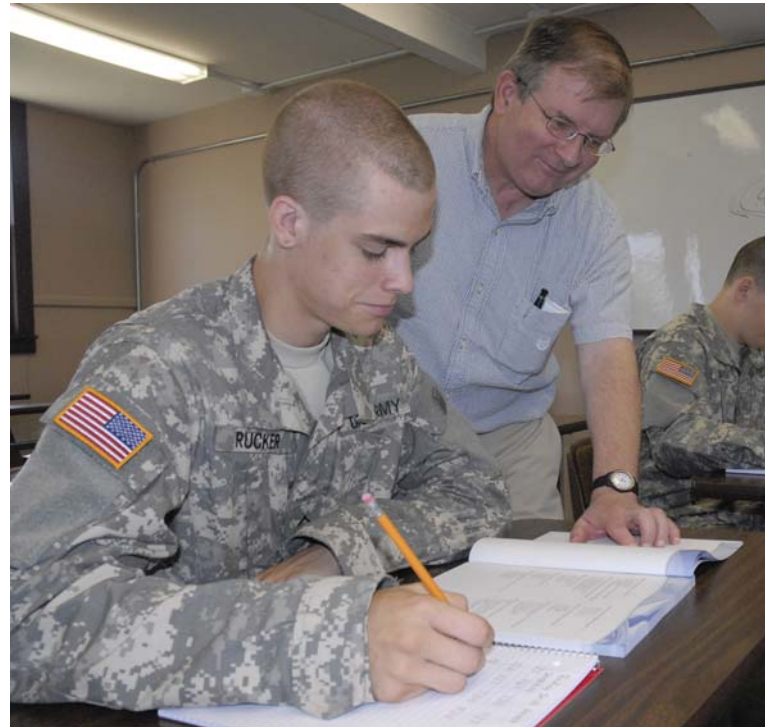
- Reaching out to select media contacts to mitigate potential negative news stories.



The Houston Astros hosted Army Night featuring the swearing in of 18 Future Soldiers. Photo courtesy of Houston Battalion

Prep School Puts Future Soldiers on the *Fast Track*

It gets the Future Soldiers moving in their career, changing his/her life almost immediately and frees up a lot of time for the recruiter.



Army Prep School instructor Tom Gandy goes over coursework with a recruit who dropped out of high school when his father passed away, is now a new Army Prep School. Photo by Chris Rasmussen.

By Fonda Bock, Associate Editor, Recruiter Journal

During the first week of August, 60 individuals hoping to become Soldiers embarked on an intense, fast-track GED program. A select group of Future Soldiers enrolled in the first class of the Army Prep School at Fort Jackson, S.C., a new program developed to help those without high school diplomas get their GEDs quickly.

For four weeks, the recruits will spend eight hours a day in class, do PT in the morning and be immersed in discipline and life skills training. Those who pass the GED test will go immediately onto basic training; those who don't will be discharged.

APS is reserved for a select group of individuals. They have to have achieved above average scores, in the top 50 percent,

Soldiers and Recruiters

Track

on the military's vocational aptitude test and meet or exceed the physical and character standards for becoming high-performing Soldiers. Recruits who need a waiver to enlist are not eligible according to Victor Powers, an information system operations analyst for USAAC G3.

"This is really geared toward the individual that was doing okay in high school but, for whatever reason, they had to quit school, drop out to get a job to contribute to the family or to make a living for themselves in some cases. It is not intended for those problem individuals that dropped out of high school for disciplinary problems or any other reason like that," said Powers.

APS has definite advantages over the GED Plus program.

"Number one, it puts the Soldier into the Army and it gives him a paycheck while he's doing this training so that he can primarily concentrate on getting his GED instead of having to have a job and split his attention there. Number two, it's reduced recruiter workload. The GED Plus program is quite labor intensive on the recruiter. It requires him to stay involved with the Soldier that's contracted but not actually a

part of the Army yet. (APS) allows them to get the Soldier into the Army more quickly instead of having to continue to monitor him while he's in the delayed entry program. (And) it cuts back on the amount of time the individual has to be in the Future Soldier Training Program," explained Powers.

Recruiter Staff Sgt. Adam Been from the Oklahoma City Battalion can testify to the reduced recruiter workload. He enlisted 17-year-old Colby Smith in mid-July, and less than three weeks later, the Future Soldier was in the Army Prep

School working on obtaining his GED. Been invested significantly less time with Smith than he normally does with helping other recruits that need GEDs to be qualified.

"I'm at least checking up with them making sure they're studying," said Been.

"A lot of these kids that need GEDs, they usually don't have transportation so you're running them around trying to get them to their classes. And then of course, you've got to get them down to the test," said Been.

Been estimates the prep school will likely save recruiters a good two hours a day, and said with the time he saved by entering Smith into the prep school, he's had the time to work with a couple of more prospects.

"I think it's great, I like it," recruiter Staff Sgt. Samuel Richardson of the Webster, N.Y., Battalion said about APS. He enlisted 18-year-old Dakwame Scott July 14 and the recruit entered the prep school Aug. 4.

Richardson said it gets the Future Soldiers moving in their career, changing his/her life almost immediately and it frees up a lot of time for the recruiter.

"In the time that you save where you would be working with a person trying to help them get their GED, you'd be able to find a person who already has the high school diploma and get them processed all the way from the first appointment to joining and raising their right hand," said Richardson.

It's hard to say how many of the Army's GED applicants would be eligible for the prep school, it will vary depending on the market, but Been estimates that about a third of those he normally recruits who need GEDs would qualify.

And if they do well enough on the practice exam, some could test out of APS early and begin basic training in as little as a week.

APS is set up to accept 60 new Future Soldiers a week for a total of 3,000 a year. The program was modeled after a course offered by the National Guard with an expected attrition rate of less than 5 percent.

If the first-year results of this pilot program are favorable, it could be expanded to the basic training installations at Fort Benning, Ga., Fort Sill, Okla., and Fort Leonard Wood, Mo.



Pvt. Kyle Rucker. Rucker, working toward his GED in the

Treating Your Schools Like an **FOB**

By Phil Tabor, USAREC, Chief Training Assessment and Sustainment Division



It has been often said that when you combine recruiting with the Army tactics you will succeed. With this thought in mind and the beginning of a new school year upon us, it makes perfect sense to elaborate on this concept.

One of our biggest challenges in recruiting is time management. We never have enough time in the day to accomplish the myriad of tasks that we internally or externally prioritize. Or do we? From a

recruiter's perspective, it may be in our battle rhythm and from the leadership standpoint, the battle plan. How often have recruiters run out to a high school or university only to conduct a singular event and then come charging back to the safety of the station? From a tactical standpoint this exhausts the force, minimizes the ability to penetrate and then expand, fails to exploit combat multipliers, and displays a lack of contingency planning. Would we not be better served if we developed our high schools and universities into FOBs?

A forward operating base is any secured forward position that is used to support tactical operations. An FOB may or may not contain an airfield, hospital, or other facilities. The base may be used for an extended period of time. FOBs are traditionally supported by main operating bases that are required to provide backup support to them. An FOB also reduces reaction time and increases time on task to forces operating from it.

Okay, so the definition needs to be altered somewhat, but think about using schools as a base or center from which to conduct operations. Simply put, schools are strategically positioned throughout recruiters AORs. If they are used as starting points, since key events are already planned within the institutions, then recruiters will discover their ability to accomplish more. For example:

- Imastar University is one and a half hours from the station. A classroom presentation is scheduled for Monday at 1000 with a Sociology class to discuss the social interactions between the American Soldier and the two major Muslim communities in Iraq. Use this presentation to schedule a table set-up.
- Immediately following the table set-up, schedule lunch with some local COIs and Future Soldiers to nurture these relationships.
- Based on an initial IPE, identify targets of opportunities within the AOR surrounding the university: youth organizations, private music teachers, gyms, radio stations, newspapers, etc., that you can immediately follow-up on after lunch to develop new combat multipliers and COIs.
- The human intelligence gathered from the police, parents, COIs, applicants, teachers, and Future Soldiers can give you an understanding of when, where, and why our target market populates at certain locations. This is why you deploy with your team, Future Soldiers, and have them take point.
- This mission also includes multi-tasking within the AOR such as picking up transcripts for one of the other recruiters in the station.

Now review what is possible with a little bit of pre-planning. Recruiters' time and efforts can be exploited. Unfortunately, this cannot occur unless an FOB is developed.

To develop a school, COIs within that institution must be identified. Every teacher or professor should receive a personal e-mail thanking them for their dedication to education and the email should be tailored to what each individual teaches. Keep in mind that almost everything that is taught has a correlating job or duty in the Army. Every alumni president, club president, troops-to-teachers, music teacher, shop manager, and placement director, etc. should be contacted. Relationships take time to develop and a recruiter's professionalism and bearing will create open communication that leads to trust. The objective is to develop a partnership that leads to success, but recruiters must initiate and saturate immediately. Not every battle is won in a war, but we must win the war.

Leveraging Technology

to Connect With Future Soldiers

By MSG Jason Caswell, Medical Recruiting Brigade

How do you train your Future Soldiers when your recruiting station zone covers hundreds of square miles? How do you reach out to your Future Soldiers who are working professionals or students with busy or demanding schedules? The Soldiers and leaders of the Medical Recruiting Brigade have found a new way to do this using virtual technology and Army Knowledge Online.


Leveraging technology by using AKO to conduct a Future Soldier formation allows the recruiting field force to interact with a large number of Future Soldiers in a short period of time. The recruiter doesn't need to drive for hours to pick up Future Soldiers, and the Future Soldiers don't need to take hours out of their busy schedule to attend the event.

Using the AKO chat tool as a virtual formation is flexible and can be accessed from anywhere at anytime. The chat room can be set up by an individual recruiter, station commander, company commander or anyone who has interaction with Future Soldiers. The possibilities are virtually endless.

Future Soldier virtual formations have been met with great success by recruiters and future officers. Formations are conducted on a monthly or quarterly basis and have evolved from station level chats to battalion wide events. Subject matter experts have been invited to participate in these sessions and have provided a vast amount of knowledge and expertise which enhanced the event.

Guest speakers have included the directorate of medical education from the Office of the Surgeon General, Army health care professionals telling their Army story, newly accessed officers sharing their experiences during officer basic course and corps program managers.

Creating a Virtual Formation



- Step 1: Log on to AKO
- Step 2: Click on the "IM/Chat" icon at the top of the screen
- Step 3: Click on "Group Conference" icon
- Step 4: Click on "Create Chat Room"
- Step 5: Follow the instructions on building the chat room
- Step 6: E-mail the link to your Future Soldiers

Using an AKO virtual formation gives future officers the opportunity to network with other health care professionals and students across the country and the Army. Similar to face-to-face formations, a facilitator must be put in charge to keep the dialogue going. It's an excellent way to ease concerns of what Army life will be like and what to expect when they access onto active duty.

Future officers' spouses have also been invited to participate along with the Family Readiness Group coordinator. It was an excellent forum for the spouses to ask questions or voice concerns for their upcoming transition into our Army family.

You can easily create a virtual Future Soldier formation by accessing AKO. Once in AKO, click on the IM icon in the top right corner of the screen to access and build a chat room. When inside the AKO chat room, click on the group conference icon. From here, you can access a previously created chat room or you can create a new one. Once a chat room is created, it can be saved and used again.

Future Soldiers must have a valid AKO account to participate. To establish a Future Soldier's AKO account, follow the instructions outlined in USAREC Message 08-125, How to Build a Future Soldier AKO Account. Once the AKO account is established, your Future Soldier will have access to AKO and any chat room your unit or recruiters create.

While the virtual formation is an effective way to bring all of your Future Soldiers together in a common training and learning environment, it is not meant to totally replace the required and necessary face-to-face interaction as required in USAREC Regulation 601-95. This is merely another way to stay connected with Future Soldiers. It is an excellent and cost effective way to use Army resources and a Soldier's time.



Kara Trivolis, junior at the Pine Bush Leadership and Law Academy, Pine Bush, N.Y., meets Maj. Gen. Thomas Bostick, USAREC commanding general. Now a senior, she is a paid intern helping supervise other students in the academy.

Recruiters Partner with High School Law Academy

Story and photo by Andy Entwistle, Albany Battalion

Albany Battalion's Bear Mountain Company, N.Y., has the ultimate "win-win" partnership with a local high school resulting in mentorship and support for the students and increased enlistments for the Army. The Pine Bush Leadership and Law Academy, Pine Bush, N.Y., teaches leadership and citizenship.

"The students appreciate it because it's not easy," said Crawford police officer Jim Johnson, an instructor of the three-credit course. The academy is open to sophomores and above and the students are clamoring to get in. Principal Aaron Hopmayer, who founded the program six years ago with 17 students, said that more than 400 had applied for this session with the 156 lucky attendees chosen by lottery.

Recruiters have been involved from the beginning. The Albany Battalion commander has been a graduation speaker and last winter Maj. Gen. Thomas Bostick presented an achievement award. The company commander holds discussions on leadership, and present also, in this summer school, is Staff Sgt. Randall White.

He opens each day at 6 a.m. with physical training, offered for extra credit and attended by more than 45 students. He also enforces the military-style discipline that is a cornerstone. He sees his role as that of mentor and counselor. Thirty-three members of the current class had been suspended as discipline cases during the past year. White works especially with these students to modify their behavior and instill self-discipline.

His genuine concern is reflected in the students' affection for him. They flock to him, seeking advice or suggestions on solving a problem.

"It's unbelievable," he says, shooing the last of them off to class. "Like a mob scene. But when I walk the halls next fall the kids will know me and I'll know them." He estimates that more than half his enlistments over the past three years have come from Pine Bush High School.

Hopmayer credits attendance in a large part to the self-discipline inspired by White. Angela, a 17-year-old sophomore, likes the structure of the academy and says White's mentorship "was there when I needed it." She said she'd like to continue her growth in the Army after graduation and hopes one day to be a lawyer.

At the other end of the spectrum, academy company commander, Opeyemi, a 16-year old senior, is back at the academy for a third time. "It has helped me with every aspect of my life," she says, "and it's taught me how to deal with people who don't see things as I do." Her maturity has landed her the role of an assistant instructor and she enjoys being in charge. "I would like to go to West Point next year," she said.

The successful and mutually beneficial partnership between the Pine Bush Academy and Albany Battalion is an example of what is possible when local recruiters commit themselves in the community. The program has thrived through multiple company and battalion commanders and should continue to do so far into the future.

Tyler Area Soldier Champions Values of Texas Hero

Story and photo by John L. Thompson III, Houston Battalion

As a non-commissioned officer, Staff Sgt. Justin Turner says by setting a positive example and employing leadership skills, he helps Soldiers learn and grow into tomorrow's leaders. The six-year Army veteran and former paratrooper proved his mettle when he was chosen to enter the exclusive Audie Murphy Club — a club which only considers and selects the finest enlisted leaders as members.

Staff Sgt. Turner rose quickly through the ranks as an administrative specialist and has been a steady performer as a recruiter in the Baytown station in east Houston. Growing up in Cason, Texas, he graduated from Daingerfield High School and, ironically, grew up less than 100 miles from where Murphy was born and raised. Thus far, Turner has earned an Associate Degree in general education from Fayetteville Technical Community College — when he was stationed at Fort Bragg, N.C.

Turner says he and Murphy share a trait he believes to be rooted in being from a small Texas town.

“To help out in the community,” said Turner. “It is important to distinguish yourself — not only in the military, but outside the military. He [Murphy] was a poet, a writer, an actor, and he was America's most highly decorated Soldier.”

Like Murphy, Turner says he plans to continue to work hard each day to set an example. But Turner's example would begin the promising path for the recruiting station's Future Soldiers.

Turner, like Audie Murphy, enjoys the responsibility of being a sounding board when it comes to young Soldiers.

“Future Soldiers come to me all the time for advice,” he says with a smile. “They deal with school situations, or their parents, and other issues ... they need someone to talk to. I try to give them the pros and the cons on what they should do. I don't tell them what to do. I stand back and let them make the decision for themselves.”

By not routinely giving out advice, Turner feels he helps Soldiers evaluate each situation for themselves, and make a well-thought choice on their own. In this subtle way, Turner knows he helps Soldiers learn to rely upon their own logic, experience and make educated choices.

Turner, who is married with two children, admits a bit of the kid came out in him shortly following his board appearance. He



Staff Sgt. Justin Turner stands outside the George Thomas “Mickey” Leland Federal Building, downtown Houston, which also houses the Houston Battalion Headquarters.

was called back into an officious looking room where a half dozen sergeants major had just interviewed him for consideration to join the club. Although he was excited about the prospect of being a member of such an elite club, he was visibly somber, ready for any news. When he was told he was to be inducted into the Audie Murphy Club, he was shocked and pleased. He started smiling ear-to-ear, and whatever remnants remained of his military bearing vanished as his jubilant emotions took over. He realized his reaction was acceptable, however, as he turned to face six smiling and understanding sergeants major. Recruiting Command Command Sgt. Maj. Stephan Frennier presented him with his personal coin.

Message

Army Experience



Computer generated image of the storefront of the Army Experience Center in Philadelphia.

By Fonda Bock, Associate Editor, *Recruiter Journal*

Targeting prospects where they hang out, the Army celebrated the grand opening of a massive Army Experience Center Aug. 29.

Located in the Franklin Mills Mall in Philadelphia, the 14,500 square foot, state-of-the-art Army educational facility is 10 to 14 times the size of a normal recruiting station. It gives young men and women, parents and influencers the opportunity to experience today's high-tech Army for themselves through interacting with Soldiers and operating numerous hands-on virtual reality interactive displays and educational programs.

The simulators include a Humvee, an Apache, a Blackhawk, a tactical operations center command and control experience, a gaming floor focused on America's Army game, a PAC-BOT challenge course highlighting the Army's robotic advances, and a career configuration that allows potential recruits the opportunity to virtually develop their own Army career. There is also a lounge/waiting area, a small café and a retail center. And there are private offices for conducting Army interviews.

Maj. Larry Dillard, who works for the Army's chief marketing officer in the Pentagon and is the project manager for the AEC, said the center is not so much about recruiting as it is educating people about what the Army has to offer and countering misconceptions.

"The thinking is that if people just understood what we had to offer, they'd realize it's more than they think, and not everyone but certainly a lot more people would be inclined to consider the Army as a career, thereby enabling and empowering recruiters to be more effective when they're talking to young people about their career opportunities in the Army," said Dillard.

According to research done in the Philadelphia area, people in that market tend to associate the Army with danger, death and Iraq, as a job or career of last resort, and believe that you can't have a life in the Army. Dillard said the center is designed in such a way to counter those misconceptions.

For example, "There will be experiences in the center that will communicate the diversity of jobs available designed to

ence Center Makes

Debut!



Army Experience Center in the Franklin Mills Mall in

counter the misperception that the Army offers only combat jobs. The center itself will be very high tech and will feature some of the Army's latest technologies. We expect the center will communicate that the Army is a very high tech place where you acquire skills for life. I think those are messages that will reassure parents and make them more likely to support a decision to join," Dillard explained.

There's no estimate yet on how many people are expected to frequent the center, but it's strategically positioned next to two major youth attractions — an indoor skate park and an amusement center. Dillard expects the center to be compelling, interesting and entertaining enough to attract the Army's target demographic, since research has shown video games to be the single most common activity among 17- to 24-year-olds. And the mega Franklin Mills Mall attracts significant numbers of shoppers from Philadelphia and New Jersey.

Dillard believes this permanent center will enhance the effectiveness of the traveling Strength in Action Zones and Virtual Army Experiences which have proven to be very popular.

"We think that the decision to join the Army probably takes place over time. It's a very serious decision and it probably requires repeated interactions. People are trying to form their ideas on what they're going to do with their lives," said Dillard.

"Young adults can come to the Army Experience Center, learn a little bit about the Army, have a little fun and come back next week and the following week. And through repeated interactions, we think people will start to change their perceptions about what the Army is and start to open up to the possibility about the Army being a viable career opportunity for them," explained Dillard.

The center employs nearly two dozen military personnel including 20 Soldiers who work at various times. Day-to-day operations and administrative duties are run by contractors freeing up time for Soldiers to interact with prospects.

"We want Soldiers doing the thing that only they can do, which is tell that Army story," said Dillard.

AAEP is contracted to be at the mall through August 2010. At that time the Army will reevaluate its effectiveness.

Establishing Positive High School Relations

By Terry Backstrom, G7/9 Education Division

Over the years the relationship between recruiters and educators in a high school setting has been a source of comfort and conflict for both parties. Before a recruiter can expect any type of assistance from school officials or be accepted by the students, she/he must first establish rapport and credibility — the byproducts of trust. In order to build a good working relationship with school officials, recruiters have to convince educators that they can be trusted. Educators have to know that recruiters have students' best interests in mind and that a recruiter's interest in students goes beyond enlisting them and extends to a genuine concern for the teen's future.

Establishing rapport with high school officials is a key step in maintaining access to the schools. Again, to effectively work the school market, recruiters have to establish credibility, maintain rapport and develop a good working relationship throughout the school year. Here are some helpful hints and guidelines for working the high school market.

- Access to high schools is at the discretion of school officials. With the passage of federal legislation called the "No Child Left Behind Act," schools that receive certain types of federal funds are required to permit access to military. However, when recruiters are on school turf they must abide by school rules — the amount and frequency of recruiters' access to schools depends on cooperation.

- Schools are autonomous and every school's organizational climate and structure is different. In general, the principal runs the school and establishes the rules. Find out who the decision makers are and tailor your approach when requesting support, services and information.

- Recruiters are the Army in the high school. Absolute professionalism and integrity is demanded. Be indispensable to school officials and students. Be so helpful and so much a part of the school scene that you are in constant demand. Recruiters want to ensure that if school officials have questions about military service they call the recruiter first.

- Always schedule a courtesy visit with the principal or vice principal, and if possible, prior to the beginning of the school year. Make appointments with the counseling staff as well. Be sensitive to the fact that school officials are extremely busy at the beginning of the school year and may resent an early visit by recruiters.

- Always keep the school staff, especially guidance counselors, informed when you have a student processing for enlistment. Highlight recent graduate success stories who have enlisted. If a senior has to be scheduled for processing during school time, clear it with school officials in advance.

- Never rely on guidance counselors as the sole COI in the school. An uncooperative counselor may not represent the attitude of the entire school. Cultivate coaches, teachers and other staff members. By directing efforts toward other faculty members recruiters may be able to obtain the information necessary to effectively communicate with students. A great opportunity to meet faculty and staff members is at the school's annual open house usually held one night at the beginning of the new school year.

- Never react negatively to a school's refusal to do something a recruiter has requested. Look for another way to achieve your objective. Maintain composure and present a positive image. If needed engage battalion leadership or the battalion ESS for assistance.

- Recruiters should share any special skills or knowledge she/he possesses — MOS / skill training, coaching, overseas experience. Educators might welcome the opportunity for their students to learn from a recruiter's knowledge and experience.

- Attend as many high school activities as possible. In general, attend events in uniform. Of course, if you are coaching or working in vocational / technical areas dress appropriately.

- As a rule, school officials prefer to have only the assigned recruiter on campus. If it's necessary to have another Soldier visit the school be sure to call in advance to explain the circumstances and request permission.

- Don't discuss civilian life or jobs negatively with school officials. The Army isn't for everyone, however the pride and professionalism recruiters exhibit will point out to everyone that the Army way of life has a lot to offer.

- Always keep relationships with students on a professional level. Careless remarks made to students may damage school relations. Do not talk about other students' ASVAB scores, make negative comments about the other services, or express negative opinions about school officials.

- Know the student influencers. Students such as class officers, newspaper/yearbook editors and athletes can help build interest in the Army among the student body. Keep them informed. Tell them about the excellent educational benefits and opportunities available. They may not enlist but can and will provide you with referrals.

- Know the community influencers. Key members of the community can provide guidance and serve as positive influencers. Keep them informed. Never pass up the opportunity to address the parent-teacher association.

- Be sure to ask school officials if there is anything you can do for them and their students. Don't be looked upon as someone always asking for something. Give something back to the schools. The March 2 Success program is an example of a program that can help the students and school, whether it's preparation for the state assessment tests or college the entrance examinations ACT and SAT. Make educators aware of all the Army programs and services. Know and use all the resources available to you.



Dr. Norman Gysbers, University of Missouri, presents Dr. Bill Braden of the Kentucky Counseling Association a service award during the welcome dinner for the National Guidance Leadership Invitation Summit May 14 in Louisville, Ky. Photo by Carol Labashosky

National Education Leadership Summit

By Lindsey Hershey, USAREC G7/9

The National Education Leadership Summit met in Louisville, Ky., May 15 through 16. This was the first summit meeting since 1968 when education leaders met in Marquette Mich., with the goal of building relationships and leadership skills, gathering information, sharing ideas, evaluating education programs and interacting with other education leaders. The 2008 summit was comprised of 61 state education counseling leaders from 36 states as well as the territories of Palau, American Samoa, the Federated States of Micronesia and Guam. Also attending were Department of Education representatives and executive directors from two of the largest school counseling organizations in America.

The Army and the National Guidance Consortium, a partnership of guidance representatives, planned and coordinated the event. These leaders participated in discussions and listened to seminars conducted by leaders such as Lt. Gen. Benjamin Freakley, commanding general of the Accessions Command, who spoke on leadership and Army values and Dr. Norman Gysbers, a Professor at the University of Missouri, who spoke

about the history of school counseling and guidance and the importance of state leadership in counseling.

Executive Director of the Consortium Harry Drier stated, “This was a class act partnership between the Army and the Consortium, a wonderful demonstration of how two groups can influence a key group of state leaders.”

Dr. Donna Rice from Cadet Command briefed the summit on the JROTC program and Ted Hagert from MEPCOM discussed the ASVAB.

Terry Backstrom, USAREC education services specialist, introduced and provided instruction on the use of the March 2 Success program.

“Eyes and ears were attentive and minds were opened,” said Drier.

The summit generated dialog among state guidance leaders that resulted in several of them returning home to review state policies with regards to student testing and recruiter access to schools. There is a need for ongoing contacts like those made at this summit to ensure the Army message is kept before state and federal leaders. Engaging and informing leaders will culminate in stronger Army advocates and a positive long-term impact which benefits both the Army and our nation.



“Kids these days are tough,
they want to be tough.”
— Staff Sgt. Eddie Carter

Left to right: Sgt. 1st Class Andy Hardy, Staff Sgt. Francisco Gonzalez-Rodriguez, Sgt. 1st Class Mike Gallagher, and Staff Sgt. Hye Son Hill.

Give Them the Real Deal

By Walt Kloeppe, Associate Editor, Recruiter Journal

For many civilians, Hollywood has conjured up images of drill sergeants with the likes of R. Lee Ermey as Gunnery Sgt. Hartman, the screaming, cussing, saliva-spraying drill sergeant from the movie, “Full Metal Jacket.”

For real life 1st Sgt. Terry Keeling of Accessions Support Brigade, he’d like to tone that image down a bit to the unknowing civilian population. The Mobile Exhibitor Drill Sergeant Program is designed to show prospects, COIs, educators and Future Soldiers what real basic training is all about. And what better way to do that than by using drill sergeants traveling to recruiting events to give folks a true perspective on the training the Army provides.

“The No.1 question that drill sergeants get is, ‘what is basic training like?’” said Keeling.

Accessions Command has mobilized four drill sergeants during the period May 1 through Nov. 30 to support national, regional and local events. The drill sergeants were nominated by major subordinate commands to communicate information about basic training, the role of drill sergeants in today’s basic training, the Army Strong message and the Army Values. USAAC plans to add Reserve drill sergeants at a later date.

Former USAAC Commanding General, Lt. Gen. Van Antwerp, fully endorsed the concept in 2007 and approved a test. A successful test was conducted Aug. 1 through Sept. 30, 2007 and full implementation was approved in December. Current USAAC Commanding General, Lt. Gen. Benjamin Freakley, sent a memorandum in February to the five Army Training Centers providing the guidelines to nominate their drill sergeants for the assignment. The drill sergeants were selected after a vigorous and thorough screening. In the final selection process, two from Fort Benning, one from Fort Sill, and one from Fort Leonard Wood were selected. Training centers were tasked with nominating drill sergeants who were highly motivated ... “the cream of the crop,” according to Keeling.

“They were competing — they wanted to be selected. I gave them enough information to let them know what they’d be

getting into — traveling around the country, speaking and doing a lot of different types of events. They looked at it as an opportunity as something different, to learn and to experience a lot. So when we brought them together to select four out of the 10, it was very, very competitive. And since they have been selected they have really gone to town. They enjoy it — they are having a great time,” said Keeling.

Sgt. 1st Class Mike Gallagher, one of the four drill sergeants selected for the program, talks to Future Soldiers to dispel any fears or unknowns they may have about basic training.

“It actually worked out pretty good as I’ve actually seen a lot of Future Soldiers have clear minds about going in the Army now and not that fear of not knowing what to expect,” said Gallagher.

The drill sergeants are assigned to their own posts but in a TDY status with USAAC for five months. They were trained on the Army Strong message and sent to Chicago to train with the marketing agency where they were taped on public speaking during mock interviews — “until they got it right,” said Keeling. The drill sergeants also review USAREC talking points each month so they know what they are saying is accurate, according to Keeling.

“The drill sergeants went through an interview process and were put in different positions to what they might face and to see how they would respond to it. It was interesting to hear some of their personal stories that happened out there. You got to see who they really were,” said Keeling.

For Gallagher, the transition from platoon sergeant to drill sergeant to working with civilians on the recruiting side of the house was challenging.

“It’s different because now we’re actually dealing with the civilian public. It’s kind of a three-stage difference for me. I went from being a platoon sergeant where I had Soldiers who were already basic training graduates who came to my platoon, where they were already trained and I just had to build on that. Then I went to taking civilians and turning them into Soldiers.

They're technically in the Army but didn't know anything so we had to basically teach them how to become Soldiers. And now, I'm actually taking another step to actually talk to civilians before they come in the Army. I'm able to get out there as a normal Soldier, not a recruiter, with the experience I have and actually get with these civilian kids who are on the ropes about coming in the Army or not, and basically telling them all the things the Army has to offer," said Gallagher.

Future Soldiers who have talked with the drill sergeants appreciate their honesty. The comments have been positive, saying the discussions paint a real picture of what they're getting into — the real deal.

"Absolutely," says Keeling. "A lot of them see that the drill sergeants are regular people just as well. It helps them get a taste of what they would or what they are going to experience once they get there."

According to Keeling, drill sergeants can also alleviate some of the fears to those prospects 'sitting on the fence' about joining the Army.

"One of the key things we want to do is overcome some of the barriers that recruiters face. There is a natural worry in the public ... sometimes people don't have complete faith and trust in what you're telling them, where a drill sergeant can overcome that," said Keeling.

Recruiters have been receptive to the program and see the drill sergeants as a great recruiting tool to attract new applicants as well as keeping Future Soldiers motivated and mentally prepared for their future.

"They're great guys, I've got a better perspective on what they do and the challenges they do every single day," said Gallagher. "They are very welcoming to me when I show up."

Sgt. 1st Class Andy Hardy, another drill sergeant with the program, agreed with that sentiment.

"We give them [recruiters] good insight on basic training. Whatever they need us for ... the relation is real good," said Hardy.

Staff Sgt. Eddie Carter, a recruiter from Statesville station, N.C., thinks it's a great program because today's Future Soldiers want to understand the Army and they want to be treated like they're in the Army before they actually get there. He recently attended a recruiting event with Hardy and saw the influence Hardy had on the Future Soldiers.

"They want to see what the Army is all about, and they want a little taste of it," said Carter. "I think he did an awesome job by treating them not like they were civilians but by treating them like they were Soldiers. That actually motivates them to be part of the Army team, so I think that was good from that aspect. He commanded them what to do, and they were willing to. If they didn't want to do it, they could've said 'nah, I don't want no part of it,' and they could've walked off. But he drew a crowd and in my opinion, that's what they were looking for. Kids these days are tough, they want to be tough."

According to Keeling, the attitude about the way of treating Future Soldiers has changed.

"We used to not want to talk about combat training and

going to combat — nowadays, we are preparing them to go to war. They (recruiters) want the drill sergeants to be natural — tell them what it's going to be like," said Keeling.

"My biggest challenge is really not trying to scare them out of it," said Hardy. "A lot of the Future Soldiers we talk to don't really have a lot of questions so you have to find out what are their fears and give them the right answer to where you don't scare them to make them think they're not able to make it through basic training."

Respect for uniform comes in many forms. Many civilians expect something special when they see a Soldier, especially one in a drill sergeant hat.

"Drill sergeants are really good about drawing attention," said Keeling. "They start talking to them (prospects) — that's what drill sergeants do, all day long, talking — so it's completely natural for them to take charge of the situation. They'll talk, get people to come in and do the push-up competition — sometimes they'll even compete with them."

During an event, Gallagher went from the push-up stand to the rock wall after a prospect challenged him to climb. Gallagher easily beat the prospect and then challenged any newcomers to try their skill as well. Gallagher ended up climbing the wall about 25 times, beating all comers.

"Of course people come in and see Soldiers in uniform, some of them want to see that example of what Army Strong actually is," said Gallagher. "I did climb it numerous times. I was pretty tired when I was done. It was a lot of fun for the people and it shows a different side of Soldiers who are willing to demonstrate what Army Strong is all about."

"They are very good about creating excitement," said Keeling. "I could be walking side by side (with a drill sergeant) at the Dayton Air show — it was like I was invisible — everybody would key in on that drill sergeant and that hat."

During the Army sponsored Essence Music Festival in New Orleans, Hardy was told he could have the stage in front of the crowd of 50,000 for 15 minutes to 'do his thing.'

"It was an adrenalin rush," said Hardy. "They gave me some material to look over, some talking points, kind of a little script with some words to say, so when I got out there, it turned out all right. We started singing cadence and got them involved by encouraging them to participate. Everybody stood up and starting clapping and everybody started gathering around, before I knew it, my 15 minutes turned into 20 minutes and everybody was excited."

Hardy said the program was a great opportunity for him and encouraged his fellow drill sergeants to try out for future slots.

"I know it's going to be a good opportunity for other drill sergeants who are to follow," said Hardy.

The recruiters share that feeling.

"I do hope they will expand it and keep it going," said Carter. "They pull a lot of the events together. They show them who we are and what we stand for."

For more information on requesting a drill sergeant for an event, contact 1st Sgt. Keeling at 270-304-5750 or terry.keeling@usarec.army.mil.



The Virtual Army Experience team explains how the Army uses today's technology in its recruiting efforts. Photo by D. Charone Monday

America's Army at Digital Arts Festival

By Lori Mezoff, America's Army

Mixing games and education at the Digital Arts Festival in Columbus, Ohio, proved to be a winning combination for Columbus Battalion this past May.

The Downtown Digital Arts Festival, hosted by the Columbus State Community College, consisted of art shows, contests, panels, and this year, the inclusion of video game design as a digital art. In order to capitalize on Columbus State's focus on gaming, the Columbus Battalion arranged for a number of "America's Army" game developers and interactive assets to support the event. They also provided activities where recruiters could interact with thousands of high school and college students who participated in the three-day event.

One of the most popular activities was the Virtual Army Experience Delta. VAE Delta provided participants a virtual test drive of soldiering in the Army. The VAE Delta experience consists of a Humvee simulator modeled on the actual vehicle employed by Special Forces. Participants employed M-249 Squad Automatic Weapons and worked as a team to accomplish realistic virtual missions. The core of the 1,350-square-foot VAE Delta is the "America's Army" computer game rendered with state-of-the-art training simulation technology to create a life-size, networked virtual world.

"The Digital Arts Festival provided an excellent avenue for the recruiters to get onto a college campus and interact with students," said Joe Manns, field marketing representative for McCann Erikson. "It also provided the battalion with a number of unique educational activities that allowed them to reach prospects and COIs. It is important that local battalions look for

opportunities that will resonate with potential recruits and will showcase the high-tech nature of today's Army."

Taking advantage of the academic setting of the festival, Daniel Kolenich, a software engineer with the "America's Army" development team, taught classes on map design and

participated in panel discussions on video game development and ways to get into that field. In addition, at a COI dinner, Craig Eichelkraut, Ph.D., a senior system engineer and project manager for "America's Army," gave a presentation on how gaming technology is impacting higher education. He provided an overview of the America's Army Technology Education program. During the event, he informed COIs about the uses of technology in the classroom and also showcased the high-tech nature of the Army.

"America's Army" Real Hero Staff Sgt. John Adams, who was awarded the Bronze Star with Valor for his role in Operation Iraqi Freedom, was onsite to tell his story, conduct media interviews and interact with the public. Adams spoke to prospects and influencers and met a number of candidates whom he introduced to recruiters.

The event was a model of how leveraging national assets can pay off. By partnering with "America's Army," Columbus Battalion was able to provide value back to Columbus State Community College in a way that supported their mission. This value began with an educator tour of the Software Engineering Directorate at Redstone Arsenal. The tour provided educators a chance to experience the development of the "America's Army" video game and witness ways technology is being engineered into training modules for the troops.

Beyond the relationship building that took place with Columbus State, the value that "America's Army" offered through the Real Heroes program created media opportunities that otherwise did not exist. These media opportunities converted to lead generating opportunities as people lined up outside the VAE to meet the Soldier who shared his heroic story with them on the radio that morning.

The Columbus Battalion experienced firsthand that "America's Army" is more than a video game. With this program comes a wealth of resources for anyone who chooses to seize the opportunity.

Old Soldier *Gets* Street Name

By Melanie Casey, Fort Meade Public Affairs Office

Retired Sgt. Maj. Ray Moran, affectionately known as “Old Soldier” at Fort Meade, Md., poses with his wife, Barbara, under a street sign bearing their name in the historic Heritage Park neighborhood on post.

Moran’s name became a permanent fixture in the Army community when a new street in the neighborhood bearing his name was dedicated during a ceremony in July. The Old Soldier lived in Heritage Park during the ‘70s. New town homes are now being built in the area.

Moran “embodies the spirit that symbolizes Fort Meade and those who have served here,” said Installation Commander Col. Kenneth O. McCreedy, speaking at the ceremony. “You don’t have to know him long to know his enthusiasm, dedication and patriotism. It’s entirely appropriate that this street be named after him.”

A representative with Picerne Military Housing presented a plaque to Moran and his wife, which listed Moran Street’s first residents all of whom are junior noncommissioned Soldiers.

“I’m humbled,” Moran, 78, said of the honor. “I never dreamed of this 60 years ago when I enlisted.”

Three of the Moran’s children and four of their grand children attended the ceremony.

“My dad genuinely cares about Soldiers and supporting them,” said Moran’s son, Rich. “There’s nothing more important to him than Soldiers and the care the military provides.”

Rich Moran’s wife, Vickie, called the honor, “Wonderful, Fort Meade means so much to the family.”

The majority of street signs in Picerne’s residential housing areas are named after historic figures and organizations such as military units, Medal of Honor recipients and distinguished service members from a particular period in military history, said Heather Lettow, Picerne communications manager.

In Heritage Park, most street names have been dedicated to



Retired Sgt. Maj. Ray Moran and his wife, Barbara, stand under the sign of a street at Fort Meade, Md., named in honor on him. *Photo by Melanie Casey*

notable service members who were stationed at Fort Meade. Moran Street is the only street that Picerne has named after a living service member.

The retired sergeant major’s name was suggested for a street name in the new section of Heritage Park by retired Col. Tom White, who’s now Fort Meade’s residential communities initiative project manager. “He has done so much for the community,” White said of Moran. “Ray is the strongest supporter of Fort Meade that I know.”

Moran first came to Fort Meade in 1951 after serving in Korea and has been back and forth to the installation over the span of his nearly 60-year military career. The bulk of his service has been dedicated to recruiting, a capacity in which he continues to serve as the honorary command sergeant major of the 1st Recruiting Brigade, Baltimore Battalion. Moran is one of the last two GS-7 Army Reserve recruiters still with USAREC.

Moran and his wife last lived at Fort Meade in the early 1970s, when they resided on Doyle Street. The couple moved to nearby Odenton, Md., in 1978.

“When we lived here, we said this was our home,” Barbara Moran said. “It is the most beautiful post in the Army.”

Army Family Team Building for Future Soldiers —back in business in Ogden Company

Story and photo by Jo Kinchington, Salt Lake City Soldier and Family Assistance Office

A rmy Family Team Building for Future Soldiers is back on track with a kickoff of the unique program in the Ogden (Utah) Company.

The program seeks to go the extra mile to address concerns and questions raised by Future Soldiers and their families regarding what life in the military will be like.

Launched in 2003 at the battalion level, the program uses volunteer AFTB certified instructors to work with recruiting stations during Future Soldier training events to provide AFTB Level I instruction. Classes taught from the Level I module include Customs and Courtesies, Benefits and Entitlements, Impact of the Military on Family Life and others. All the Level I courses address basic information and topics for individuals who are just beginning their military life.

The program lost momentum during a time of tightened budgets, but now is back on track with the support of the battalion leadership team and the Soldier and Family Assistance Branch at USAREC.

To date, classes have been taught at the Roy Station, Roy, Utah, and at a large event in Idaho Falls. The Idaho Falls class was taught in conjunction with a Future Soldier event prior to an Idaho Chukars baseball game.

During the event, attended by about 50 individuals made up of Future Soldiers and family members, volunteers spoke about AFTB and what it has to offer. Volunteers also engaged the crowd in a rousing game of AFTB Jeopardy, with questions on rank, benefits, command structure and others fielded by the crowd.

Following the class, AFTB instructors and the battalion Soldier and Family Assistance managers were available to meet with family members who had questions ranging from SGLI to Tricare options and the Thrift Savings Plan.

Following the Idaho Falls event, there are six AFTB for Future Soldier classes on schedule in various Ogden Company stations. Classes in other companies start this month. To certify more instructors for the other companies, an Army Family Team Building instructor training will be conducted.

Thanks to the support and encouragement of the battalion leadership team and company leadership teams, the Salt Lake City Battalion AFTB for Future Soldier program is back on track and rolling. It can make a difference, not only for Future Soldiers and their families, but also for the volunteers who enjoy sharing how great Army life really is!

AFTB for Future Soldiers has a win-win payoff for both Future Soldier families and recruiting. Future Soldiers and their families get an opportunity to gain knowledge from the classes, which tend to be fun and focus on participation. But they also get an opportunity to interact one on one with the AFTB



Jelka Croucher, a Salt Lake City Battalion family member and Army Family Team Building volunteer, leads a benefits and entitlements class at an Idaho Falls Future Soldier event.

volunteer instructor, who can model their positive feelings about being a military family member and about military life in general. AFTB instructors, usually recruiting spouses, also get the chance to be a visible part of the recruiting team and gain a greater understanding of recruiting.

If you are excited about Army life and would like to share that with others, then maybe becoming an Army Family Team Building instructor is for you! Just give the battalion Soldier and Family Assistance manager a call, and they will get you started on providing Future Soldier classes in a station or company area.

Being Safe on All Terrain Vehicles

By Steve Kurtiak, U.S. Army Combat Readiness/Safety Center

If you have a youngster who is about ready to ride an all-terrain vehicle, there are special considerations to keep in mind. Although a child may be the recommended age to ride a particular size ATV, not all youngsters have the strength, skills or judgment needed to operate one. Supervise your youngster's operation of the ATV at all times and permit continued use only if you determine they have the ability and judgment to operate it safely. You should read *Parents, Youngsters and All-Terrain Vehicles*, which is available from the All-Terrain Vehicle Safety Institute. You can locate the pamphlet and an ordering form online at <http://www.atvsafety.org/>

For more information about ATV safety, call the Consumer Product Safety Commission at (800) 638-2772.

Before You Ride

The ATV Safety Institute's Golden Rules:

1. Always wear a helmet and other protective gear.
2. Never ride on public roads because another vehicle could hit you.
3. Never ride under the influence of alcohol or other drugs.
4. Never carry a passenger on a single-rider vehicle.
5. Ride an ATV that's right for your age.
6. Supervise riders younger than 16; ATVs are not toys.
7. Ride only on designated trails and at a safe speed.
8. Take an ATV Rider Course; call toll free at (800) 887-2887, or go to www.atvsafety.org.

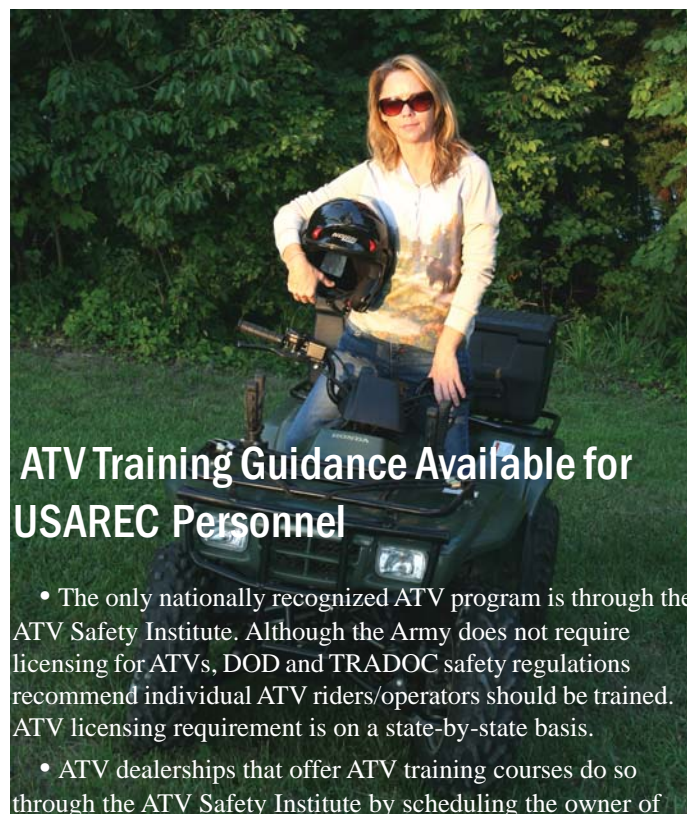
Proper Riding Gear

- Approved helmet — Helmets should have stickers on the inside or outside confirming compliance with the standards of the U.S. Department of Transportation or the Snell Institute
- Eye protection — Protective goggles or face shield
- Gloves — Off-road style is best
- Long-sleeved shirt/jacket — Off-road jersey; shoulder pads/chest protector are encouraged
- Over-the-ankle boots — Off-road-style, over-the-ankle ATV boots offer the best protection

Be a Responsible Rider

The ASI encourages riders to always:

- Know the state laws and respect the environment and rights of others.
- Remember that riding an ATV is a privilege and it is our responsibility as riders to ensure we ride responsibly and wear the proper personal protective equipment at all times.



ATV Training Guidance Available for USAREC Personnel

- The only nationally recognized ATV program is through the ATV Safety Institute. Although the Army does not require licensing for ATVs, DOD and TRADOC safety regulations recommend individual ATV riders/operators should be trained. ATV licensing requirement is on a state-by-state basis.

- ATV dealerships that offer ATV training courses do so through the ATV Safety Institute by scheduling the owner of the newly purchased ATV. The ATV Rider Course is a fast pace, half-day, hands-on training session on handling your ATV.

- This training is free to all individuals who have purchased new ATVs, including the purchaser's eligible family members. There is no standard that dictates minimum age for ATV operation. However, the current voluntary standard, recommended by six major ATV distributors and the Consumer Safety Product Commission for age and ATV size are: less than 70cc, age six and older; 70cc up to and including 90cc, age 12 and older; greater than 90cc, age 16 and over.

- Individuals who have purchased a used ATV can schedule themselves for the rider course by calling toll-free at (800) 887-2887, or go to www.atvsafety.org. The cost of training is \$125 for adults and \$75 for kids. Fees for an ATV riders course are the responsibility of the Soldier.

- The Combat Readiness Center is developing an ATV safety video and other ATV safety material to be used for training. The video will be completed by first quarter FY 09.

- The ATV Safety Institute's Tips and Practice Guide for the All-Terrain Vehicle Rider booklet has been distributed to battalions and brigades to use in their training program. The guide provides brief, easy-to-use segments on the different types of ATVs, proper riding apparel, controls and tips for riding an ATV on different terrain and in a variety of conditions.

- All USAREC ATV riders are required to comply with USAREC Reg 385-2, K-5, be identified during in-processing, tracked by name, and complete USAREC Form 1236 (Commander's Motorcycle Rider Agreement) per USAREC guidance for motorcycle riders.

Family Strong, Like Father Like Daughter

Story and photo by Alisa Feldman, Miami Battalion

When you think about a teenager joining the Army, you envision the parents taking their child to the airport to see them off to basic training. However, that was not the case with Mario and Gabrielle Alejandrino.

Gabrielle, 18, a high school graduate, has wanted to go into the Army since she was a junior in high school. Her mother, who lives in Coral Springs, Fla., was really against her going. Her father, Mario Alejandrino, who lives in North Lauderdale, was undecided. Due to the respect she has for her parents, she gave up the idea and relentlessly began applying for colleges; North Florida University, Central Florida University and Florida International University, to name a few. Unfortunately, she continued to receive letters telling her that she did not make it due to her SAT scores, though Gabrielle graduated with three cords around her neck; one for having more than 250 service hours, one for having a high GPA and one for being a Student Government Senator.

Mario was concerned about his daughter's educational future. As a mortgage broker, he began to reflect on his life and his experiences and thought about going into the Army himself. So he went to Margate Station to ask a few questions about benefits and education. There, Mario took an Enlistment Screening Test. He then called his daughter to tell her he had decided to go in the Army and asked her what if they went in together. Gabrielle was so excited, she went after work to also take the EST. That night Mario and his daughter discussed the pros and cons of going into the Army. The only cons were leaving loved ones behind. The pros were that they would have great careers, health benefits and educational benefits. It was time for Mario to talk to Gabrielle's mother, Karina. After explaining the benefits, the education and the experience that the Army would provide for their daughter, Gabrielle's mother gave the OK and expressed how proud she was.



L to R; Gabrielle and Mario Alejandrino swear in at the Marlin's pregame ceremony, celebrating the Army's 233rd birthday at Dolphin Stadium, Fla.

Gabrielle graduated from Coral Springs Charter High School June 2, and June 5, father and daughter raised their right hands for the swearing-in ceremony.

Mario was going to Fort Benning for basic training and Gabrielle was going to Fort Jackson. However, while talking with Jose Roman, the guidance counselor at the Military Entrance Processing Station, a call was put in to the Recruiting Operations Center where Roman explained the circumstances of this father and daughter joining together and was able to get Mario and Gabrielle to the same basic training at Fort Jackson. Roman, who recently retired from the Army himself, said that it was a "very touching moment."

Mario Alejandrino felt "very relieved" about attending basic training with his daughter.

"It gives me a sense of security," said Gabrielle.

When asked if they were worried about the possibilities of going to Iraq, Gabrielle said, "I am more nervous about going to boot camp than the possibility of going to Iraq."

They both joined as Signal Support System specialists so they can train together at Fort Gordon.

Mass Oath of Enlistment for Chicago Battalion

Libertyville Company, Ill., 1st Sgt. William Rivera leads 47 Future Soldiers in the Oath of Enlistment during a ceremony at Six Flags Great America, Gurnee Hills, Ill., July 10. USAREC Deputy Commanding General, Brig. Gen. Joseph Anderson administered the Oath as hundreds looked on. *Photo by Staff Sgt. Albert Salazar*



Receiving a Calling

Story and photo by Melissa Booth, special to New York City Battalion

“My brother,” Amanda Dewberry says as she draws in a deep breath. “He was a great person. I wanted to follow in his footsteps.”

Most would say that would be a normal answer to the question, why did you join the Army, but her circumstance is more complicated than the answer lets on. Her brother, Staff Sgt. Heath Craig, was killed in action in Afghanistan, June 21, 2006. This past Memorial Day her choice turned to a calling when Craig was awarded the Distinguished Flying Cross. “I cried. Others cried. I knew in my heart I wanted to help,” said Dewberry at the ceremony.

Dewberry has joined the Army to be a mental health specialist.

“I want to help Soldiers, my fellow comrades, and their families,” said Dewberry. “I know the pain firsthand and I feel that I can use that to help others.”



Amanda Dewberry displays the Distinguished Flying Cross her brother, Staff Sgt. Heath Craig, was posthumously awarded after he was killed in action in Afghanistan on June 21, 2006. Dewberry joined the Army as a mental health specialist following his death.

Her recruiter, Staff Sgt. Van Booth, Olean station, N.Y., has full faith that she will make a difference.

“I have been to Iraq and lost friends. Just talking to Amanda you can see she has a compassion to help and a want to listen,” said Booth.

Her brother made a large impact on her life. He had opened her eyes to the Army. She was thinking about joining, and then it happened. Craig was an air medic with the 159th Medical Company. He was called upon to do a mission in Naray. It was a zero illumination night and the pick-up zone was still in question. When they got to the pick-up, Craig hoisted the first man to safety and then went down to retrieve the second Soldier. As they were coming back up to the helicopter, the hoist malfunctioned and they both made the ultimate sacrifice. It was shortly after that Amanda defiantly decided that she wanted to join the Army. She knew that she could help and that even though someone so dear to her had been lost, she was not afraid, only proud.

Intelligence Runs in This Family

Story and photo by Andy Entwistle, Albany Battalion

Staff Sgt. Christopher Fristoe knows that two heads are better than one. The Albany station recruiter enlisted a pair of brothers during phase line June, and the two senior alpha contracts boosted his tally enough to turn him into the company’s top recruiter for June.

The Kaus brothers, Robert, 18, and Francis, 17, have a lot in common. Both are star athletes at Voorheesville High School, N.Y., and both selected jobs in military intelligence. Robert will serve as a common ground station analyst, while his brother will be a signals collection analyst.

Francis, a senior who will be in the Future Soldier Training Program until he graduates in 2009, was the first to enlist.

“He was simply a cold call from my ALRL,” said Fristoe, “but he’d thought about enlisting and he was willing to meet me.”

Francis was looking for a MOS working with signals and electronics. Fristoe showed him some military intelligence jobs and bingo — the phase line was four days old and the recruiter has his first contract. He didn’t expect to get a second one from the same household, however.

“I had talked with Robert, but he wasn’t really interested,” said Fristoe. “But I was out on the road a couple weeks later when my station commander called and said, ‘Guess who’s here to see you.’”

Robert had reconsidered.

“I got to thinking that the country needs people to serve right now, and in the end this will actually serve me, too,” said Robert.

Robert decided to follow Francis into military intelligence, but he will beat him into the Army; Robert agreed to quick-ship and will depart immediately after graduation.

“He’ll have to listen to all my stories for a year,” he said of his younger brother.

Fristoe says the brothers are strong Future Soldiers. “They listen, and pick up things quickly. They’ll both do well at basic training.”

Kaus’s enlistments were the first from the same family, but he’s ready to up the ante.

“I’m working a pair of twins now,” he says, “and I’d like to put them in on the same day.”



Staff Sgt. Christopher Fristoe, an Albany Company recruiter, stands with Robert and Francis Kaus, his first enlistments from the same family.

Reaching the Hispanic Community Breaking In...Reaching Out

Story and photo by D. Charone Monday, Columbus Battalion

Every city in America has its own unique set of communities, and within these communities are pockets of minority groups that may be difficult to reach for enlistments. One such case is the Hispanic population located in the predominately Appalachian community of East Dayton, Ohio.

Recently, station commander Sgt. 1st Class Steven Tischer received a call for support for their local Appalachian parade and festival. Knowing that a significant Hispanic population lived in the area, Tischer saw the opportunity to help the festival and to “break in and reach out” to the Hispanic community as well.



Staff Sgt. Michael Wriston tells a young man about the many Army opportunities. Though he's too young now, in the future he may enlist in the Army.

In its 10th year, the festival got started by a group of neighbors who wanted to create some social activities in the community. It was a way for neighbors to get together and be neighbors.

According to Diana Watkins, chair of the block leaders that organize the festival each year, “The Hispanic and the Appalachian communities are blending wonderfully. As an example, we had a music workshop this week and we learned the songs in English and Spanish. They were right next to us, elbow to elbow — it works wonderfully and they’re wonderful neighbors.”

She continued, “We think it’s very important to our community to let everyone know that the Army is supportive of us. In the parade last night we had lots of flags. Appalachian people are known to be very supportive of all of our military. We’re very ‘USA’ and for the government all the way.”

According to Tischer, “Because this local market has not been penetrated by any military branch, the goal of our presence is to give the Hispanic population Army awareness in a controlled environment. Though it’s limited, we are the first to make contact with this neighborhood, and it’s good community awareness in this part of the city.”

The parade committee was pleased when Tischer offered to escort the festival’s princess in a Humvee and to set up an Army booth at the festival. One of the supporting recruiters, Staff Sgt. Wriston, said, “They were relieved when we told them we would supply the tents because they didn’t have the funds to buy them. If we hadn’t provided them, they wouldn’t have had the event. This showed them the meaning of Army Strong.”

He continued, “Since I’ve been in recruiting the biggest problem is the influencers. The influencers are what are stopping the people from joining the Army. So, now we’re out here and we can interact with all these influencers for the Hispanic community.”



6th Medical Recruiting Battalion Gets New Headquarters Building

Left to right: Command Sgt. Major Anthony Minnigan, 6th Medical Recruiting Battalion sergeant major; Col. Raphael Montagno, Medical Recruiting Brigade commander; and Lt. Col. Lee Roupe, 6th Medical Recruiting Battalion commander, cut the ribbon during the building dedication of the 6th Medical Recruiting Battalion headquarters at Las Vegas, Nev., June 19. The new headquarters is 7,369 square feet and will house a staff of 24 headquarters personnel.

Recruiting Commander Enlists Son

Story and photo by Jorge Gomez, Milwaukee Battalion

Capt. James Douglas is not just the commander of an Army recruiting company, he's also the parent of a new Army recruit. Douglas administered the Oath of Enlistment to his stepson Gage Douglas, who left for basic training July 10.

Learning what military life would be like was no mystery since he was already the son of a Soldier. But most of his recruiting questions were directed to retired Master Sgt. James Grabowski, a civilian recruiter.

"Mr. Grabowski was the one who explained to me a lot of the benefits of joining the Army and how it would help my future in the private sector," said Gage.

Gage said he always considered joining the Army during his high school years but he had hopes of going straight to college so the Reserve was a strong possibility.



Gage Douglas stands with his stepfather, Capt. James Douglas, commander of Milwaukee Company.



State Support of Military Children

Albany Battalion Commander Lt. Col. Ken Sullivan (center) is joined by Connecticut recruiters and their children as he presents a 'thank-you' card from the Secretary of the Army to Connecticut Gov. Jodi Rell. Connecticut is among the first 10 states to adopt the Interstate Compact on Education Opportunities for Military Children, designed to help military children with the challenges they face when they move from state to state. Deputy State Adjutant General, Brig. Gen. Steven Scorzato, stands to left. Photo by Andy Entwistle, Albany Battalion

Army Gives Teens a Boost to Stay in School

By Ellyn Fisher, Ad Council

More than 7,000 high school students drop out every school day, which translates to one in three teens in our country who give up on their dreams, according to a report from the America's Promise Alliance and the Bill and Melinda Gates Foundation.



As part of the Army's commitment to programs that benefit youth, particularly in the area of education, it partnered with the Ad Council — creator of "Friends Don't Let Friends Drive Drunk" to address this issue.

"Boost" is an extension of the national High School Dropout Prevention public service announcement campaign, kicked off in 2000. The campaign features at-risk students documenting their struggles to stay in school and urges audiences to provide support for students nationwide.

The TV, radio, outdoor and Web public service ads, available in English and Spanish, encourage students, peers, parents and other influencers to visit www.Boostup.org to provide a boost to teens in their lives to stay in school and graduate. The ads were created pro bono and are running and airing in donated time and space. The latest series of PSAs were re-distributed in August to coincide with back to school.

To provide more opportunities for at-risk teens to get a "boost," the campaign

is leveraging the most popular social networking and user-generated content sites, as well as mobile communication. These social media strategies are extending the reach of the messages to teens nationwide:

- There are active groups and profiles on MySpace, Facebook and YouTube: www.myspace.com/boostup and at <http://www.facebook.com/profile>

- The campaign is building a community of support for all teens, allowing users to send a message via e-mail and text messaging to any teen in need.

- A new "Wake-Up Call" program features Amaré Stoudemire, NBA All-Star and captain of the Phoenix Suns — the first celebrity in what is hoped will be a series. Amare recorded a number of fun and motivating wake-up calls and alarm ring tones that teens can share with their friends through their MySpace and Facebook

profiles to provide the motivation to "wake up" and get to school. Listen and download the messages at www.boostup.org/wakeup!

- We have developed a "Countdown to Graduation" widget, which students can customize and post on their social networking profiles and personal Web pages. This allows the campaign message to be seen by the student every time he or she logs into that person's social networking page.

BoostUp.org serves as a hub, facilitating conversations and aggregating support, while also serving as a resource for both parents and teens. All of these elements work together to encourage peer discussion about the importance of high school graduation.

Since its launch, the initiative has received more than \$400 million in donated media support and provided countless teens with the encouragement they need to stay in school.

In fact, nine in 10 at-risk students featured in the "Class of '08" PSAs

overcame their challenges and graduated from high school.

"I just wanted to say thank you for the boost...all the comments I got only pushed me in the right direction to graduate and I appreciate it sooo much... I did graduate and earned a full scholarship to UC Irvine. I finally found happiness in my life and am so ready for this new chapter that I am about to embark on. Thanks again," said Kiara, Boost Class '08.

Along with the social networking components, the program includes posters, brochures, in-school games and more. Parents and other adults can call toll-free 1-877-FOR-A-KID or for Spanish speakers, 1-866-ESTUDIA for more information on how to help students in their community.

A new series of PSAs featuring the Class of '09 will launch this winter.

For more information on the campaign, including downloading brochures with tips to help parents encourage their children to stay in school, go to http://www.boostup.org/HS_Brochure_ENG.pdf or in Spanish http://www.boostup.org/HS_Brochure_SPAN.pdf.

New GI Bill Provides Increased Education Benefits

By Staff Sgt. Michael J. Carden, American Forces Press Service

The latest GI Bill improves the opportunity for service members to obtain their education, a senior Defense Department official said.

President Bush signed the Post-9/11 Veterans Education Assistance Act of 2008 on June 30.

The new law mirrors the tenets of the original GI Bill, which gave returning World War II veterans the opportunity to go to any school they wanted while receiving a living stipend, Bob Clark, the Pentagon's assistant director of accessions policy, said.

"The original GI Bill was said to be one of the most significant social impacts of the 20th century," Clark said. "We believe the new bill is going to have a similar impact."

The new GI Bill applies to individuals who served on active duty on or after

Sept. 11, 2001, and offers education benefits worth an average of \$80,000 — double the value of those in the previous program. It covers the full costs of tuition and books, which are paid directly to the school, and it provides a variable stipend for living expenses. It's also transferable to family members of career service members.

Its only restriction is that payment amounts are limited to the most expensive in-state cost to attend a college or university in the state where veterans attend school, he said.

The variable stipend is based on the Defense Department's basic allowance for housing for an E-5, which averages about \$1,200 a month, and \$1,000 a year will be paid directly to the service member for books and supplies, he added.

Enrollment into the Post-9/11 GI Bill is free. Eligibility for the Montgomery GI Bill is based on service commitment and requires active-duty service members to pay a \$1,200 fee over the initial year of their enlistment.

The new bill requires that an individual serve at least 90 days on active duty after Sept. 10, 2001, and if discharged, be separated on honorable terms. Service members discharged due to a service-connected disability are eligible if they served 30 continuous days on active duty. Service members must serve 36 aggregated months to qualify for the full amount of benefits.

Service members are entitled to benefits of the new bill for up to 36 months and have up to 15 years from their last 30 days of continuous service to use their entitlements. But as successful as Defense Department officials anticipate the new bill to be, Clark suggested that new recruits still enroll in the Montgomery GI Bill.

The Montgomery GI Bill gives benefits for higher education as well as vocational training, apprenticeship programs and on-the-job training, he explained. The Post-9/11 GI Bill focuses solely on higher education and can only be used at institutions that offer at least an associate's degree, he said.

"We recommend that all new recruits think hard before turning down the

Montgomery GI Bill, because they will limit their opportunities for additional education without it," he added.

Service members also are "highly encouraged" to use the Defense Department's tuition assistance program while on active duty, because the Post-9/11 GI Bill's full entitlements, such as the living stipend and book allowance, will not be available, Clark said.

"If you use the Post-9/11 GI Bill while on active duty, it will merely cover tuition or the difference of what tuition assistance will pay," he explained. "Another downside to that is each month you use [the new bill], you lose a month of your 36 months of eligibility."

So, if service members serve on active duty on or after Aug. 1, 2009, and meet the minimum time-in-service requirement, they will be eligible for the new GI Bill while also maintaining benefits from the Montgomery GI Bill, he said.

The Post-9/11 GI Bill also brings good news for officers and for service members who enlisted under the loan repayment program. Since eligibility for the Post-9/11 GI Bill is based on time already served, more service members will be able to take advantage of its benefits, Clark added. Officers commissioned through one of the service academies or through ROTC and enlisted service members participating in the loan repayment program don't qualify for the Montgomery GI Bill, he said.

Those service members will be able to qualify if they finish their initial obligatory service. Commissioned officers must complete their initial five-year commitment if they attended a service academy or their four-year agreement if they were commissioned through college ROTC. Service members whose college loans were paid off by the Defense Department as a re-enlistment incentive must finish their initial commitment — whether it is three, four or five years — before they can apply, Clark said.

"Any amount of time an individual served after their obligated service counts for qualifying service under the new GI Bill," he said.

Another facet unique to the Post-9/11 GI Bill is that it's transferable to family

members. The feature gives the defense and service secretaries the authority to offer career service members the opportunity to transfer unused benefits to their family. Though Defense Department officials still are working with the services to hash out eligibility requirements, there are four prerequisites that are subject to adjustment or change, Clark said.

Currently transferability requirements are:

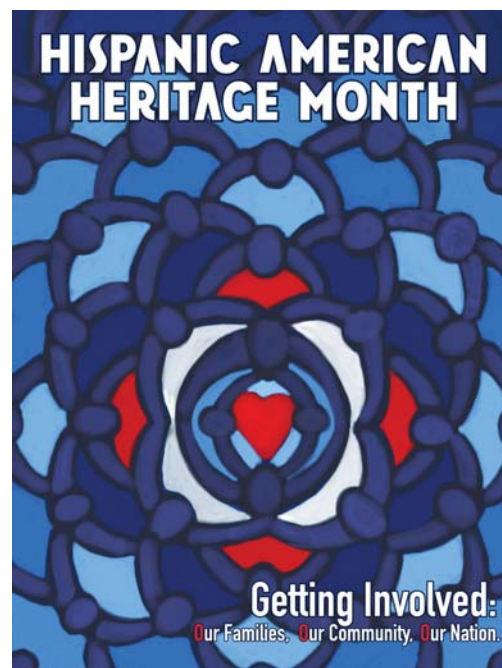
- Qualifying service to be eligible for the Post-9/11 GI Bill;

- Active duty service in the armed forces on or after Aug. 1, 2009;

- At least six years of service in the armed forces;

- Agreement to serve four more years in the armed forces.

Individuals who may not qualify to transfer unused benefits because they leave the service before the new bill's effective date most likely still will qualify for the bill. As long as the separated servicemembers meet the minimum qualifying time served, they can contact their local Veterans Affairs office and apply for the program. While payments are not retroactive, eligibility is, Clark said.



Hispanic Heritage Month
Sept. 15 – Oct. 15



Dunwoody Confirmed as First Female Four-Star

By Army News Service

The Senate confirmed the appointment of Lt. Gen. Ann E. Dunwoody to the grade of four-star general.

Dunwoody, who will be the first woman to serve as a four-star general in the U.S. military, was also confirmed for assignment as commanding general, U.S. Army Materiel Command, headquartered at Fort Belvoir, Va.

“I am truly humbled to be able to continue to serve my country in uniform,” Dunwoody said.

Dunwoody’s confirmation as a four-star general is the latest achievement for women in the military, dating back to Mary Marshall and Mary Allen, who served as ship nurses during the War of 1812, to Brig. Gen. Anna Mae Hays, the first female general officer in the U.S. Armed Forces. About five percent of general officers in the Army are women, officials said, adding that this includes mobilized Army Reserve and Army National Guard general officers.

“I have never considered myself anything but a Soldier,” Dunwoody said. “I recognize that with this selection, some will view me as a trailblazer, but it’s important that we remember the generations of women, whose dedication, commitment and quality of service helped open the doors of opportunity for us today.”

Prior to her recent appointment as deputy commanding general and chief of

staff of AMC, Dunwoody served as deputy chief of staff, G-4, United States Army, Washington, D.C.

Dunwoody entered the Army in 1975, and served first as a platoon leader with the 226th Maintenance Company, 100th Supply and Services Battalion, Fort Sill, Okla.

During her 33-year Army career, Dunwoody has served as the commander for the 5th Quartermaster Detachment, 66th Maintenance Battalion, 29th Area Support Group, Germany; commander of the Division Support Command, 10th Mountain Division, Fort Drum, N.Y.; and commanding general, United States Army Combined Arms Support Command and Fort Lee, Fort Lee, Va.

The general has also earned the master parachutist badge and the parachutist rigger badge.

The Future Soldier Packing List

By Erick Holversholm, USAREC G3

We can recall a story of a Soldier reporting to basic training, not knowing what to expect. The story usually begins with “can you believe this.” The reception battalion and basic training personnel can tell the same stories.

A young Soldier’s Army story begins with their enlistment, but the time they spend at the reception station and basic training are truly their first experiences in uniform.

The point of this story is that our impact as USAREC leaders on a Future Soldier’s experience is fundamental to their Army experience. We must ensure that the items on the basic training packing list posted online at www.future-soldiers.com and in the Guide for New Soldiers is reviewed during the three- to 10-day Future Soldier orientation.

The packing list provides the mandatory and allowed items for a Soldier to bring to basic. This list provides guidance on critical items such as a Soldier’s bank account SF 1199 documents,

comfortable shoes, shaving and hygiene items, and AKO account information. As leaders we must ensure we prepare Future Soldiers to begin their Army career with necessary information. The time we dedicate to preparation goes a long way toward getting Soldiers to units with a positive attitude and experience.

The USAREC liaisons on the training bases also ask that if a Future Soldier is storing phone numbers and addresses in their cell phone, they should write the information down on paper, as their cell phones are not allowed and are secured during reception and basic training. Future Soldiers need to review the Transportation Security Administration, TSA, Web site information at <http://www.tsa.gov/travelers/airtravel/prohibited/permitted-prohibited-items.shtm#1> concerning items to bring when traveling by air.

The following rules apply to liquids, gels, and aerosols carried through security checkpoints.

All liquids, gels and aerosols must be in three-ounce or smaller containers. Larger containers that are half-full or toothpaste tubes rolled up are not allowed. Each container must be three ounces or smaller.

All liquids, gels and aerosols must be placed in a single, quart-size, zip-top, clear plastic bag. Gallon-size bags or bags that are not zip top, such as fold-over sandwich bags, are not allowed. Each traveler can use only one, quart-size, zip-top, clear plastic bag.

Each traveler must remove their quart-size plastic, zip-top bag from their carry-on and place it in a bin or on the conveyor belt for X-ray screening. X-raying separately will allow TSA security officers to easily examine the declared items.

The bottom line — ensure your Future Soldier and their family member or spouse understand the packing list so they ship out to basic training with the required items, no more, no less.

“I will always keep my Soldiers informed.”

Secretary Emphasizes Stance on Sexual Assault

Story and photo by J.D. Leipold, Army News Service

Secretary of the Army Pete Geren told senior leaders that the Army will be launching new sexual assault prevention initiatives that he believes will eventually help change society.

Geren opened the sexual assault prevention and response refresher training session telling a full Pentagon auditorium that sexual harassment and sexual assault is not just problematic in the Army, "it's a national problem, a problem of society."



Secretary of the Army Pete Geren tells senior leaders at a training session July 1 that he believes the Army can lead the way in the prevention of sexual harassment and assault in American society.

He said the Army will lead the way in prevention and envisions someday every man and woman who enters the American work force will be confident that they will never experience sexual harassment or sexual assault.

"We're a large enough organization that the progress we make in the Army can help shape society, where we as an Army can be a leader in shaping societal values which shape the workplace and the workforce in all of our country," he said.

The secretary called on Army leaders to make sexual harassment and assault prevention a priority and to think of ways in which they can help to change the

climate in the Army, to make a climate that sets an example for America that is hostile to sexual harassment and to any attitudes or activities which foster or allow sexual assault to happen.

"The Army will be launching some new initiatives, creating the right climate, prosecuting Soldiers and civilians who don't live up to the standards our Army holds people to," he said. "We will work in the area of sexual assault prevention, not just responding to the tragedy of sexual assault, but we want to be a model in how we prevent sexual assault."

The Sexual Assault Prevention and Response Program stood up in 2004 as part of the Army's effort to eradicate sexual assault through training, prevention, education and awareness programs. In cases where prevention measures fail, victims are assured that a system is in place to provide responsive, caring support, while holding offenders accountable.

The SAPR office is planning an Army Sexual Assault Prevention and Risk Reduction training summit Sept. 8-11 in Alexandria, Va., to discuss initiatives for improving sexual harassment and assault prevention and the processes by which reports and prosecutions are handled.

Handling Emergency Travel Orders

Charles L. Campbell, DTS Administrator
It is 8:30 p.m., you are at home watching American Idol...and the phone rings. Your supervisor tells you that you must go TDY first thing in the morning.

"What do I do?"

There are procedures in place for after hours or emergency travel. First, be sure

you have your supervisor's verbal authorization for emergency travel.

If you are flying, call the Contracted Travel Office, Carlson Wagonlit, emergency response team at 800-468-2863. It is recommended that you keep this phone number in your wallet.

The CTO emergency team has USAREC key personnel names and phone numbers for immediate approval of airline tickets. Use your government credit card to pay for the ticket and other travel expenses.

In a no-notice situation, it is virtually impossible to create and sign a DTS authorization prior to travel. That's OK because you received official verbal authority from your supervisor, who is acting on behalf of the verbal order of the commanding officer.

Upon return from TDY, an authorization is then processed. Ensure the statement, "VOCO dated mm/dd/yy" (first day of travel), is included in the authorization as comments to the approving official.

Change in Military Leave Carry-over

Annual leave accrual carry-over is temporarily increased until Dec. 31, 2010, from 60 days to 75 days.

Soldiers may now carry-over into the new fiscal year up to 75 days of annual leave, beginning with the FY changeover from FY 08 to FY 09 on Oct. 1.

For example, a Soldier with 75 days of leave on Sept. 30, will not lose that leave on Oct. 1.

The Special Leave Accrual retention limits are also increased. Special leave earned in a hostile fire or danger pay areas is retained for four fiscal years instead of three. Special leave earned in direct support of a contingency operation is retained for two fiscal years instead of one FY after the leave is earned.

Under the special leave category, sell back is authorized for enlisted Soldiers. Under the provision, an enlisted Soldier may elect a one-time sell back of up to 30 days.

Gold Badges



JULY 2008

2D MRB

MAJ Angela Cook
SSG Johanna Hooker

3RD MRB

MAJ William Strider
CPT Paul Master
CPT Michael Rakow

BALTIMORE

SFC Yvette Webb
SSG Arwen Arana
SSG Sherod Johnson
SSG Ervin Washington

BATON ROUGE

SSG Bobby Arnold
SSG Derek Ates
SSG Christopher Lipham

BECKLEY

SFC Scott Jobe
SSG Gervas Wallace

CHICAGO

SSG Daniel Boring
SSG Willie Childress
SSG Donald Likens
SSG Jaida Powell
SSG Felicia Skinner
SGT Perry Flemon
SGT Darrell Myers
SPC Ross Bourke

DALLAS

SSG John Mullen
SSG Angel Nunez
SSG Bill Reneau
SSG David Woody
SGT George Carter
SGT Mistie Sierra

DENVER

SFC Do Nguyen
SSG Ryan Auslam
SSG Reinier Malinis
SSG Freddy Munnerlyn
SSG Joseph Walker
SGT Cherie Kirk
SGT Shane Parker

GREAT LAKES

SFC Kory McDaniel
SSG Adam Grimm
SSG Corbin Reynolds
SGT Edmund Smith
CPL Richard Aulby

INDIANAPOLIS

SSG Michael Gras
SSG Edwin Mancini
SSG Brian Rychetsky
SGT Heath Jewett

JACKSONVILLE

SFC Saul Garner
SFC Milton Hamilton
SSG Nathan Berry
SSG James Culak
SSG Michael Hatzke
SSG Lawrence Perry
SGT Michael Graham
CPL Terry Tower

KANSAS CITY

SSG John Craig
SSG Bruce Stone
SSG Terry Weathers
SGT Christopher Manning
SGT Shannon Thornton

LOS ANGELES

SFC Kevin Blake
SSG Dennis Tucker
SGT Rafael Ramirez

MINNEAPOLIS

SFC Christopher Messerlie
SSG Thomas Dow
SSG Helen Foster
SSG Ryan Mueller
SSG Jamal Prince
SSG William Slease
SGT Christian Hanna
SGT Douglas Michaels

NASHVILLE

SFC Alexcesar Lopez
SFC Rocky Noland
SGT Frank Caputo
SGT Oral Pierce

NEW YORK CITY

SGT John Ohalloran
SGT Adam Porreca
SGT Sheldon Robinson

PORTLAND

SSG Sean Dugan

RALEIGH

SFC Jason Belcher
SFC Scott Holzerland
SSG TyJuan Rodgers
SSG Mitchell Hawkinson

SACRAMENTO

SSG James Day
SSG James Lent

SALT LAKE CITY

SFC Roy Ipatzi
SFC Maximillian Sloat
SFC James McPhearson
SSG Stanley Bell
SSG Joshua Bernier
SSG Adrienne Cowden
SSG Thomas Cunningham
SSG Joseph Gumbakis
SSG Ronald Hulin

SSG Tucker Johnson
SSG Seneca Locklear
SSG Nicholas Moss
SSG Jason Schwartz
SSG Jesse Todd
SSG Briana Vanness
SSG Joseph Yeager
SGT William Crail
SGT Christopher Johnson
SGT Jonathan London
SGT Phillip Maestas
SGT Jessie Schafer

SEATTLE

SSG Raymond Howard
SSG Kari Ley

SYRACUSE

SFC James Krueger
SFC Keith Lee

TAMPA

SSG Ramell Boyd
SSG William Hamren
SGT Eric Hardin

Rings



JULY 2008

ALBANY

SFC James Young Jr.
SSG Nicholas Vradenburg

ATLANTA

SFC Carl Brown

BALTIMORE

SFC Gilbert Rosa
SFC David Williams
SSG Kim Hale
SSG Michael Ortega

BATON ROUGE

SSG Patrick Weisskopf

BECKLEY

SFC Jermaine Green
SFC Herley Shockley Jr.
SSG Nakia Riddick
SGT Tiffany Bryant

CHICAGO

SFC Lee Hoenig
SSG Gilberto Flores
SSG George Herring
SSG Robert Hogue
SSG Lennon Raghunandan
CPL Michael Nightingale

CLEVELAND

SFC Robert Szarka
SSG Paul Evans
SSG Scott Shafer

COLUMBUS

SFC Jeremy Gatens
SFC Timothy Kuiee
SSG Soraya Bacchus
SSG Terry Douglas
SSG Brad Hamilton
SSG Lucie Pinckney

DALLAS

SFC Tred Bonds
SFC Bobby Mack
SSG Victor Aguilar

DENVER

SSG Jamy Angel
SSG James Page

FRESNO

SFC Wilford Goeller
SSG Edward Catlett

INDIANAPOLIS

SGT Steven Kinman

JACKSONVILLE

SFC Shawn Crane
SFC Julio Mejia
SSG Patrick Burnish
SSG Christopher Trevino
SSG Carlos Verdejo
SGT Gabriel Guevara-Gonzalez

KANSAS CITY

SGT Levi Bellovics
SGT Justin Shelar
SGT Joshua Walker

LOS ANGELES

SSG Jesus Cantu

MINNEAPOLIS

SFC Luke Grim
SSG Patrick Heinonen
SSG Sean Kiebusch
SSG Chad Shannon
SSG Michael Whittler
SSG Gregory Ziemer

MONTGOMERY

SSG Angela Kennedy
SSG Julia McNamara
SSG Christopher O'Neal
SSG Kayland Teemer
SGT Jabari Harding

NASHVILLE

SFC Rodney Bost
SSG Jerald Stephens
SGT Daniel Robert

OKLAHOMA CITY

SFC Erik Lawhon
SSG Bo Lathrop
SSG Charles Lesley
SSG Jason Wade

PHOENIX

SFC Rebecca Navarrette
SFC Roger O'Connell
SFC Lydia Patterson
SSG David Cyr

Morrell Awards



JULY 2008

Rings Continued

SSG James Daniels
 SSG Adrian Espinoza
 SSG David Hodshire
 SSG Jeffrey Love
 SSG Rafal Soroka
 SSG Eddie Tillman
 SSG Xavier Versie
 SGT Joannie Bonilla
PORTLAND
 SSG Harry Pulou
RALEIGH
 SFC Demika Porterfield
 SSG Leroy Middleton
 SSG Jeffrey Weaver
 SGT Jerome Dockery
SACRAMENTO
 SFC Richard Korte
 SSG James Lent
 SSG Robert Marin
 SSG Richard Russell II
SALT LAKE CITY
 SFC Rex Hendrix
 SSG Leeroy Coleman
 SSG Scott Custer
 SSG Joseph Fletcher
 SSG Ian Johns
 SSG William Johnson
 SSG Douglas Kay
 SSG Brian McBride
 SSG Casey McEuin
 SSG Joey Nance
 SSG Brad Ostward
 SSG Ryan Sanderson
 SSG Sergio Solares
 SSG Casey Woolstenhulme
 SSG Landon Yearsley
 SGT Keua Phothisane
SEATTLE
 SFC Dane Benroth
 SFC Kevin Zulauf
 SSG Ernesto Escobar
 SSG Travis Stills
SOUTHERN CALIFORNIA
 SFC Timothy Searle
 SGT Jacob Neuman
SPECIAL OPERATIONS
 SSG Danny Soto
SYRACUSE
 SSG Kevin Slish
TAMPA
 SFC Travis Cole
 SFC Damien Russell
 SFC Blondie Victor
 SSG Latisha Smith
 SSG Louis Valssaint

ALBANY

SFC Richard Loabe II
 SFC Justin Musson

ATLANTA

SFC Gerald Ford
 SFC Devon Henry
 SSG Ryan Turner

BALTIMORE

SFC Jessica LaPointe
 SSG Jeremy Barbaresi
 SSG Jean Gabriel

BATON ROUGE

SFC Dexter Mayweather
 SSG Macarthur Hilbert
 SSG Donald Hicks

BECKLEY

SFC Jeffrey Little
 SSG Joseph Hanline
 SGT Beau Oakes

CLEVELAND

SSG Tony Southard
 SFC Ronnie Simonsen

COLUMBUS

SFC Justin Humphrey
 SFC Scott Johnson
 SSG James Henderson
 SSG Carl Schwander
 SSG Darin Worthington

DALLAS

SFC Brad Willoughby
 SSG Kevin Brown
 SSG Brandon Felton
 SSG Nikika Myles

DENVER

SFC Robert Carlisle
 SFC Scott Farrell
 SFC Richard Miller
 SFC Greg York
 SFC Michael Schmidt
 SSG Randall Blanton

FRESNO

SFC Nathan Kerr

GREAT LAKES

SFC Christopher Gray
 SFC Jason Hurd
 SFC Leonard Messina
 SFC Walter Woolley
 SSG Manuel Rojas
 SSG Patrick Thompson

INDIANAPOLIS

SFC Brian Caffee

JACKSONVILLE

SFC Ramon Jackson
 SSG Dorman Bowman
 SSG Anthony Johnson
 SSG Carmen Ross
 SSG Bobbie Ryans

KANSAS CITY

SFC Kimberly Murphy

MINNEAPOLIS

SFC Michael Cole
 SSG Eric Waltz

MONTGOMERY

SFC Demetrius Cullers
 SFC Oliver King
 SSG Zsolt Szabo

NASHVILLE

SFC Damond Kirk
 SFC Otis Meadows

OKLAHOMA CITY

SFC Marchantia Johnson
 SFC Justin Kuchar
 SFC Marcel Pruner
 SFC Timothy Wilhite
 SSG Clinton Donnatien
 SSG Joshua Jones
 SSG Jeremy Moore
 SSG Eric Pinkett
 SSG James Wilson

PHOENIX

SFC John Scriven
 SSG Aaron Iskendarian
 SSG Peter Romero
 SGT Erich Villa-Chavez
 SGT Josh Williams

PORTLAND

SSG Joseph Shin

RALEIGH

SFC Richard GianFrancesco
 SFC Vernon Hicks
 SFC Russell Shaffer
 SSG Gregory Castellano
 SSG Darrick McGee

SACRAMENTO

SFC Michael Congdon
 SFC Tobrin Hewitt
 SFC Eric Kolesar
 SFC Jason Osterson
 SSG Richard Rodriguez

SALT LAKE CITY

SFC Paul Bergeron
 SFC Raymon Collett
 SFC Robert Daniels
 SFC Luke Pearson
 SFC Alfred Ward
 SSG Kenyon Roberts
 SSG Shawn Stice

SAN ANTONIO

SSG Jesus Torres-Alvarez

TAMPA

SFC Jefferey Bumb
 SFC Angela Davis
 SFC Eric Lowery
 SFC Javier Pagan

79R Conversions

JULY 2008

2MRB

SSG Joshua Waller
 SGT Lubra Chambers

3MRB

SSG Derrick Crain

ATLANTA

SFC Rahel Kibreab

BALTIMORE

SFC Charles Myers

BATON ROUGE

SFC Timothy Cage

SSG Jeremy Gordon

COLUMBUS

SFC Kevin Dakin

SSG Lee Wagner

DALLAS

SSG Thomas McCarter

GREAT LAKES

SSG Manuel Rojas

HARRISBURG

SFC Richard Smith

INDIANAPOLIS

SFC Jonathan Rosemeyer

SSG Anthony Pappas

SSG Brent Sweeney

SSG Jacob Lopez

KANSAS

SSG Michael Manahan

LOS ANGELES

SSG Anthony Torres

MINNEAPOLIS

SGT Brian Tuve

SSG Julian Mora

MONTGOMERY

SSG Christopher Jones

SSG Brian Privett

NASHVILLE

SSG Leslie Wells

SSG Stephen Roberts

SSG Gary Ray

PORTLAND

SFC Renny Lutz

SACRAMENTO

SSG John James

SAN ANTONIO

SSG Victor Thomas

SSG Quane Scott

SEATTLE

SSG Andrew Kelley

SOUTHERN CALIFORNIA

SSG Christian Casillas

SYRACUSE

SSG Jon Linde

SSG Russell Sparling II

TAMPA

SSG Michael Brown

SSG Wesley Harrell

1. All military officers, noncommissioned officers and supervisory civilian personnel will include safety as a rating element in their support form.

- a. True
- b. False

2. Completion of the online Commander's Safety Course is mandatory for:

- a. all commanders
- b. all E8s
- c. all E9s
- d. all of the above

3. Appointed additional duty safety personnel must complete the on-line Additional Duty Safety Course within _____ days of appointment.

- a. 60
- b. 90
- c. 180
- d. 30

4. How often are all Soldiers and those civilians who are required to operate a GOV required to complete the Accident Avoidance Course?

- a. every five years
- b. every four years
- c. every two years
- d. one time

5. Motorcycle operators are required to:

- a. be identified during unit in-processing
- b. complete USAREC Form 1236 (Commanders Riders Agreement)
- c. attend an Army approved motorcycle safety course
- d. all of the above.

6. Travel Risk Planning System (TRiPS) is an online POV risk assessment trip planning tool for Soldiers going on leave, TDY, or pass that pairs a supervisor and subordinate in risk management of POV trips. Final products provide Soldiers with full itinerary, map with directions, and an automated DA Form 31. TRiPS will be used prior to leave, TDY or pass involving a road trip over _____ miles.

- a. 100
- b. 250
- c. 500
- d. prior to every road trip

7. POV inspections are required prior to:

- a. all Federal holidays, long weekends, and before pass, leave, TDY or PCS leave.

- b. monthly
- c. quarterly
- d. at the commander's discretion

8. When are headlights required while operating GOVs?

- a. only at dusk and dawn
- b. only when it is raining
- c. at all times

9. Which of the following are not true?

- a. Operators of GOVs are not authorized to use cell phones.
- b. The use of hands-free kits is not authorized while operating a POV on or off post.
- c. Operators of GOVs are not authorized to use hands-free kits.
- d. The use of cell phones is not authorized by Soldiers while operating a POV on or off post.

10. The Composite Risk Management (CRM) five-step process does not include:

- a. identifying hazards
- b. assessing hazards
- c. developing controls and making decisions
- d. eliminating all risk
- e. supervising and evaluating

Last Month's Answers to Crossword Puzzle



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

July Fiscal Year 2008

Top Regular Army Recruiter

SFC Adam Folger
New England

SSG Derrell Greene
Raleigh

SSG Isaac Bray
Dallas

SSG Neemia Vaiagae
Portland

SFC Otis Lawrence
1st MRB

Top Army Reserve Recruiter

SGT David Gedamoske
Syracuse

SFC Michael Johnson
Montgomery

SGT Daniel Deangelia
Raleigh

SFC Do Nguyen
Denver

SFC Jeffrey Bettencourt
Sacramento

SFC David Ressler
1st MRB

Top Large Station Commander

SFC Michael Welsh
Portland
New England

SFC Earnest McGowan
Monroe
Baton Rouge

SFC Clarence Curtis Jr.
Denton
Dallas

SSG Caleb Carson
Spokane Valley
Seattle

SFC Elizabeth Cimaglio
Gainesville
2d MRB

Top Small Station Commander

SFC Bryan Carter
Plattsburgh
Albany

SFC Stanley Bradley
Gonzales
Baton Rouge

SFC Robert Carlisle
Denver
Denver

SGT Robert Dupont
Grants Pass
Sacramento

SFC Gene Steger
Spokane
6th MRB

Top Company

Delmarva-Seafood
Baltimore

San Juan
Miami

Joplin
Kansas City

Ogden
Salt Lake City

6th MRB

**3d Brigade is testing the Team Recruiting Concept*

Answers to the Test

1. a. AR 385-10, para 1-5b, 12&C5
2. d. FY 08 Safety Plan
3. d. AR 385-10, para 10-8, C
4. b. AR 385-10, para 11-7 a,5,b

5. d. FY 08 Safety Plan
6. a. AR 385-10, para 11-4, a, 8
7. a. UR 385-2, K-4 a
8. c. UR 385-2, K-4 a

9. b. TRADOC MEMO dtd 18 May 06
10. d. FM 5-19 chapter 1, p1-2



REAL HERO ARMY STRONG.®

Hispanic American Heritage Month September 15 - October 15
Warrant Officer Adrian Barajas was born in Sinaloa, Mexico in August 1977. He became a United States citizen on September 11, 2003. On February 6, 2006, Adrian was selected for the U.S. Army Warrant Officer Flight Program and has embarked on a career as an Army Aviator.



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