

# Accessions Support Brigade

## Command Brief

**Briefer: COL Holliday**

**Type of Brief: Information**

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**Version: V1.0 - TAB**



# Agenda

- **USAASB Mission/Functions/Organization**
- **USAASB Customer Support**
- **ATB Scheduling Process**
- **US Army Accessions Mission Support Battalion (USAMSB)**
- **US Army Marksmanship Unit (USAMU)**
- **US Army Parachute Team (USAPT)**



# Mission

**The U.S. Army Accessions Support Brigade supports Army marketing and accessions, competes and wins in competitions, and conducts directed research and development to enhance Army brand equity and recruiting leads, demonstrate elite Army skills, and improve operational force capabilities.**

## METL

- **Provide relevant and responsive support to AMRG, USAREC, USACC, and the Rest of the Army**
- **Command and Control USAASB Assets**
- **Sustain the Force, materiel sustainment/upgrade and competitions**



# Support Brigade Functions

- **Serve as Command and Control Headquarters**
  - USAMSB
  - USAPT
  - USAMU
- **Provide the synergy necessary to focus and coordinate valuable strategic exhibiting resources that support the accessions mission**
- **Operate the Accessions Distribution Center (ADC)**



# US Army Accessions Support Brigade



**Connecting America's People with America's Army**

# USAASB Organization and Operating Concept

## BDE HQs

2015 TDA Auth	
OFF	3
W/O	0
ENL	4
CIV	17
<b>Total</b>	<b>24</b>
<b>CME</b>	<b>6</b>

ASA M&RA ★ ★ ★ ★

Army Marketing & Research Group (MDW) ★ ★

USA Accessions Support BDE (FKKY)

Military	DA Civ	CME
228	87	40



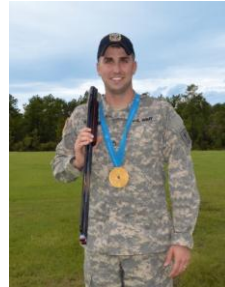
USAASB is a Direct Reporting Unit (DRU) to ASA M&RA with AMRG OPCON





# USAASB Customer Support

- Support to the Accessions Team
  - US Army Recruiting Command (USAREC)
  - US Army Cadet Command (USACC)
  - Customized Army Branding



**Army Strong Experience**

**National / International Competitions**

**NHRA**

**National Future Farmers Convention**

**Army All-American Bowl**

# USAASB Customer Support

- **Manage the Accessions Distribution Center (ADC)**
  - Support USAREC, USACC, and OCAR through online Intranet ordering system for Recruiting Publicity Items (RPI) and Personal Presentation Items (PPI)
  - Stock over 400 items
  - Process over 34,400 orders annually
  - Support over 6,400 customers

Over 122K boxes shipped annually

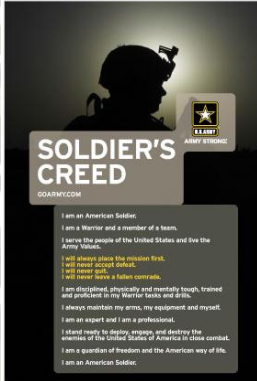




# USAASB Branding Support Program (BSP)

- Produces custom products for the field force
  - Banners
  - Window Graphics - Perforated Clings
  - Sandwich Signs
  - Pull Up Banners
  - Fence Post Signs
  - Posters / Wall Murals
  - Magnetic Signs
  - Prints/Clings/Stickers
  - Yard Signs
  - Custom Graphics

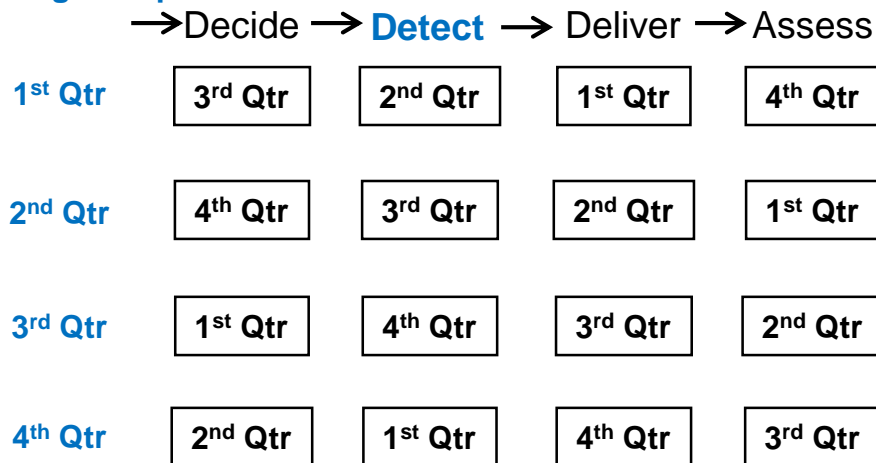
- Requests must go through Brigade A&PAs/ROOs to USAASB
- Requests take 30 to 45 days on the average to fill
- Allocations are distributed to Brigades NLT 1 Jun
- Allocations can not be carried forward to the next contract year (CY)
- All requests must be submitted NLT 30 Apr (each CY)
- Detailed catalog of available products can be found at <http://www.usarec.army.mil/asb/branding.html>



# Accessions Targeting Board (ATB) Process

- Units submit event nominations via EMM (Enterprise Marketing Management)
- ATB working group uses commands' priorities to drive the targeting and allocation of assets to events
- The targeting plan is presented quarterly to a Council of Colonels for approval and guidance

## ATB Working Group



- Decide – Units nominate targets based upon mission analysis of the Army Marketing Plan and commander's guidance
- **Detect** – ATB working group reviews the nominations and assigns assets in a manner that best supports the objectives of the Army Marketing Plan and commanders' priorities and guidance
- Deliver – The targeting plan is executed
- Assess – AMRG Research & Analytics Directorate provides an assessment of the previous quarter





**US Army Accessions**  
**Mission Support**  
**Battalion**  
**(USAMSB)**



# USAMSB Mission

**Conduct professional mobile and fixed exhibits, provide multi-media and graphics support, and develop and produce marketing and incentive products to provide quality leads to the U.S. Army accessions effort, enhance public awareness, and connects America's people with America's Army.**

## USAMSB METL

- **Conduct Exhibit Operations in support of Accessions Effort**
- **Provide Marketing and Incentive Products to the Army Accessions Efforts**
- **Command and Control the Battalion Force**
- **Train, Sustain, and Care for the Force (and Families)**



# USAMSB History

Established in 1936 when the Secretary of the Army tasked a small group of Soldiers to man an exhibit at the World's Fair in New York City





# USAMSB Organization



CMD  
Group

2015 TDA Auth	
OFF	4
W/O	0
ENL	42
CIV	19
Cont	21

Battalion  
Staff

Contract  
Quality  
Assurance  
Division

Mobile  
Exhibiting  
Company

National  
Conventions  
Division



# Army Adventure Semi (AS1)

## PURPOSE

Interactive exhibit with state of the art technology, used to create excitement about the Army while generating quality leads.

\* Vehicle has simulated weapons

## CHARACTERISTICS

- 60 Ft Tractor/Trailer
- Crew of 2
- Mobile Exhibits:
  - » M1A1 Abrams Tank Simulator
  - » M9 Beam Hit Device
  - » Flight Simulators
  - » EOD Interactive Robotic Arm Simulator
  - » MOS Orientation Touch Screen Display

## EMPLOYMENT

- National / Regional Targets
  - » Fairs
  - » Air Shows
  - » Sporting Events, etc
- High Schools
- Colleges & Universities

## LIMITATIONS

- Required Space: 75' x 24'
- Level Hard Surface Required
- Weighs 30 Tons

Required Recruiter/Cadre Support: 4



# Special Operations Adventure Semi (AS2)



## PURPOSE

Interactive exhibit with state of the art technology, used to create excitement about the Army while generating quality leads.

\* Vehicle has simulated weapons

## CHARACTERISTICS

- 60 Ft Tractor/Trailer
- Crew of 2
- Mobile Exhibits:
  - » Parachute Simulator
  - » Ground Mobility Vehicle Simulator
  - » Unmanned Aerial Vehicle Flight Simulator
  - » AH6 "Little Bird" Flight Simulator
  - » Soldier & Weapons Displays
  - » Special Ops MOS Info Touch Screen Videos
  - » Army Game Kiosks
  - » Dog Tag Machine

Joint Effort with Special Operations Command

## EMPLOYMENT

- National / Regional Targets
  - » Fairs
  - » Air Shows
  - » Sporting Events, etc
- High Schools
- Colleges & Universities

## LIMITATIONS

- Required Space: 75' x 24'
- Level Hard Surface Required
- Weighs 30 Tons



Required Recruiter/Cadre Support: 4



# Aviation Adventure Semi (AS3)



## PURPOSE

Interactive exhibit with state of the art technology, used to create excitement about the Army while generating quality leads.

**\* Vehicle has simulated weapons**

## CHARACTERISTICS

- 60 Ft Tractor/Trailer
- Crew of 2
- Mobile Exhibits:
  - » AH 64 Helicopter Flight Simulator
  - » OH 58 Helicopter Flight Simulator
  - » Unmanned Aerial Vehicle Flight Simulator
  - » Aviation MOS Informational Touch Screen Videos
  - » Air Warrior & Weapons Display
  - » Aviation Heritage Display

Joint Effort with Aviation Command

## EMPLOYMENT

- National / Regional Targets
  - » Fairs
  - » Air Shows
  - » Sporting Events, etc
- High Schools
- Colleges & Universities

## LIMITATIONS

- Required Space: 75' x 24'
- Level Hard Surface Required
- Weighs 30 Tons

Required Recruiter/Cadre Support: 4



# American Soldier Adventure Semi (AS4)



## PURPOSE

Interactive exhibit with state of the art technology, used to create excitement about the Army while generating quality leads.

**\* Vehicle has simulated weapons**

## CHARACTERISTICS

- 60 Ft Tractor/Trailer
- Crew of 2
- Mobile Exhibits:
  - » Night Vision Interactive Exhibit
  - » CROWS Simulator
  - » Lasershot engagement system
  - » New Soldier Equipment hands-on display
  - » Weapons Display
  - » Land Warrior, Air Warrior, and Future Soldier exhibits and video displays

Joint Effort with PEO Soldier

## EMPLOYMENT

- National / Regional Targets
  - » Fairs
  - » Air Shows
  - » Sporting Events, etc
- High Schools
- Colleges & Universities

## LIMITATIONS

- Required Space: 75' x 24'
- Level Hard Surface Required
- Weighs 30 Tons

Required Recruiter/Cadre Support: 4





# STEM Asset Experience (AS6)



## PURPOSE

- Non-kinetic, interactive Science, Technology, Engineering and Math (STEM) exhibit, designed to showcase hi-tech capabilities and opportunities within the Army, while generating quality leads for local recruiters and ROTC departments.

## CHARACTERISTICS

- 41 Ft Freightliner Truck
- Crew of 2
- Mobile Exhibits:
  - » Year 2032 scenario
  - » Computer systems
  - » Touchscreens



Joint Effort with RDECOM

## EMPLOYMENT

- STEM Conventions
- Colleges & Universities with STEM Programs
- Hard to Penetrate High Schools

## LIMITATIONS

- Required Space: 45' x 20'
- Level Hard Surface Required
- Weighs 16 Tons



Required Recruiter/Cadre Support: 4

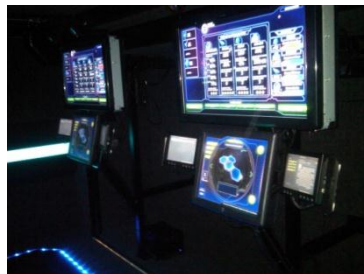
# STEM Asset Experience (AS7)

## PURPOSE

Non-kinetic, interactive Science, Technology, Engineering and Math (STEM) exhibit, designed to showcase hi-tech capabilities and opportunities within the Army, while generating quality leads for local recruiters and ROTC departments.

## CHARACTERISTICS

- 60 Ft Tractor/Trailer
- Crew of 2
- Mobile Exhibits:
  - » Year 2032 scenario
  - » Computer systems
  - » Touchscreens



Latest Asset in the Fleet (Will be Fielded Mar 15)

## EMPLOYMENT

- STEM Conventions
- Colleges & Universities with STEM Programs
- Hard to Penetrate High Schools

## LIMITATIONS

- Required Space: 75' x 24'
- Level Hard Surface Required
- Weighs 30 Tons

Required Recruiter/Cadre Support: 4



# Medical Marketing Semi (MMS)

## MEDICAL



## PURPOSE

Interactive exhibit comprised of the Army's most state of the art medical technology, used to create excitement about the Army, while generating quality leads for AMEDD recruiters.

## CHARACTERISTICS

- 60 Ft Tractor/Trailer
- Crew of 2 (One Medical NCO/One Recruiter)
- Mobile Exhibits:
  - » Patient Care- with a malaria rapid diagnostic device, ambient noise capable stethoscope and portable oxygen sensor
  - » Research- including innovation in prosthetics section and head impact sensor technologies
  - » Teaching- SIM MAN 3G

Joint Effort with Office of the Surgeon General

## EMPLOYMENT

- Medical Conventions
- Colleges & Universities with Medical Programs

## LIMITATIONS

- Required Space: 75' x 16'
- Level Hard Surface Required
- Weighs 30 Tons

Required Recruiter/Cadre Support: 4





# Interactive Semi (IS 1-4)

1 / 5 / 4  
REQ AUTH O/H

## PURPOSE

Travels nationwide to promote the Army's stay in school and stay off drugs programs. Features DVD shows about:

- Army Options and Opportunities
- Academic Related Topics
- Special Interest Shows
- College Programs Video

## CHARACTERISTICS

60 Ft Tractor/Trailer

- Crew of 2
- Self Contained Classroom
- Features DVD Shows and Presentations
- All vans were updated in 2005 to incorporate interactive exhibits - laser engagement systems; IS1, IS3 and IS4 are equipped with the America's Army game.

## EMPLOYMENT

- High Schools
- Colleges & Universities
- National / Regional Targets
  - » Fairs
  - » Air Shows
  - » Sporting events, etc

## LIMITATIONS

- Required Space: 75' x 24'
- Level Hard Surface Required
- Weighs 30 Tons

Required Recruiter/Cadre Support: **2**



# U.S. Army Chopper



## PURPOSE

Unique, high-profile asset used to create excitement about the Army while generating quality leads for the accessions effort. Promotes Army motorcycle safety programs.

•\* Vehicle has simulated weapons

## CHARACTERISTICS

- Orange County Chopper:
  - » 131 cubic inch engine, 6-speed transmission
  - » 134 horsepower
  - » Weighs 560 pounds
  - » Equipped with M4 carbine, M9 bayonet, M67 grenades, and M18A1 claymore
- USA Drag Bike:
  - » 150 cubic inch engine
  - » 190+ mph under 7 seconds
  - » Weighs 590 pounds

## EMPLOYMENT

- National / Regional Targets
  - » Motorcycle Rallies
  - » Fairs
  - » Air Shows
  - » Sporting Events, etc
- High Schools
- Colleges, & Universities

Required Recruiter/Cadre Support: 1





# Army Adventure Trailers (AAT 1-2)

0 / 2 / 2  
REQ AUTH O/H

## PURPOSE

Mobile simulator used to create excitement about the Army while generating quality leads for local recruiters. Promotes safe and responsible use of firearms.

\* Vehicle has simulated weapons

## CHARACTERISTICS

- 40 Ft Truck/Trailer
- Crew of 2
- Mobile Interactive Exhibits:
  - » Rifle and Pistol Beam Hit Simulator
  - » Lasershot Interactive System

## EMPLOYMENT

- National Targets
  - » Gun shows
  - » Fairs
  - » Air Shows
  - » Sporting Events, etc
- Colleges & Universities (ROTC)



Required Recruiter/Cadre Support: 2



# Extreme Truck (ET1)



## PURPOSE

The ET1 is designed to fit your needs in a smaller area and still provide you a way to customize the asset to your target audience & venue. It is equipped with the Interactive Electronic Management Option (I-ELMO) which is used to collect quality leads during events.

## CHARACTERISTICS

- 45 Ft Truck & Trailer
- Crew of 2 (One NCO/One Recruiter)
- Electric: If indoors, access to power outlet is preferred. (220 Single Phase, 30 Amp or 2 x110, 20 Amp Circuits) If outdoors, trailer is self contained with a generator
- Ensure entry/exit routes are spacious for large vehicle
- Vehicle has a high clearance/wide turning radius (ensure recon of your area well ahead of time to ensure route to event is clear of narrow roads, tight turns). The trailer height is 9', and the truck's height is 9'4"

## EMPLOYMENT

- High Schools
- Colleges & Universities
- Outdoor Sporting Events
- Fairs, Festivals (subject to weather)
- Ranger Challenge Events

## LIMITATIONS

- Required Space: 50' x 25'
- Level Hard Surface Required
- Weighs 16,000 lbs

Required Recruiter/Cadre Support: **2**



# Distracted Driver Trailer (DDT)

## PURPOSE

The DDT is designed to fit in a smaller area and still provide a way to customize the asset to the target audience & venue. It is equipped with the Interactive Electronic Management Option (I-ELMO) which is used to collect quality leads during events.

## EMPLOYMENT

- High Schools
- Colleges & Universities
- Outdoor Sporting Events
- Fairs, Festivals (subject to weather)

## LIMITATIONS

- Required Space: 50' x 25'
- Level Hard Surface Required
- Weighs 10 Tons

Required Recruiter/Cadre Support: **2**



## CHARACTERISTICS

- 49 Ft Truck & Trailer
- Crew of 2 (One NCO/One Recruiter)
- Electric: If indoors, access to power outlet is preferred (220V Single Phase, 30 A or 2 x 110V, 20A Circuits). If outdoors, trailer is self contained with a generator.
- Ensure entry/exit routes are spacious for a large vehicle
- Vehicle has a high clearance/wide turning radius (ensure recon of area to ensure route to event is clear of narrow roads and tight turns). The trailer height is 10'7" and the trailer width is 13'9".





# USAMSB National Conventions Division



## PURPOSE

Deploy and conduct professional fixed exhibits at the national level to provide and generate quality leads of trained professionals in support of AMRG, USAREC, and Cadet Command events.

## CHARACTERISTICS

- 5 exhibitors plus Director and NCOIC
- Variety of display equipment that may be tailored for specific venues
- 93 conventions scheduled for FY 15

## EVENTS

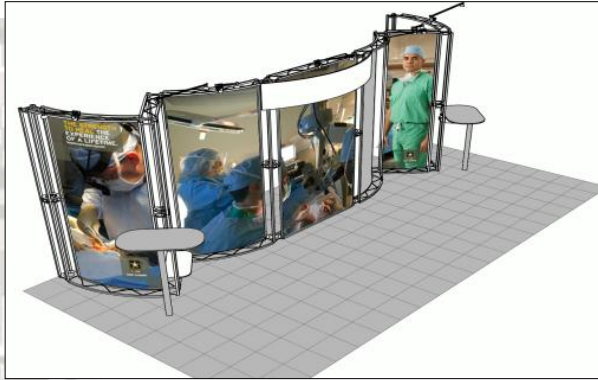
- Special Interest Programs
- Lead-generating Conventions
- Minority Events
- Educator Events
- AMEDD Conventions
- Band Conventions
- Language Advocacy Program

Required Recruiter/Cadre Support: **Varies by Convention**





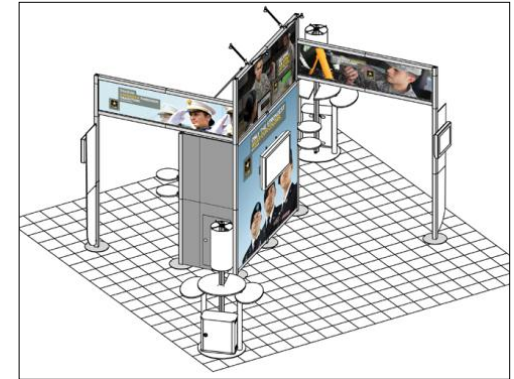
# Skyline Systems



5x Inliten



1x Truss



3x Tube Ultra

## PURPOSE

10 x 20 and higher linear/island spaces with multiple setups focusing on band, generic, STEM/Education, Chaplain, AMEDD, and Officership / ROTC

## CHARACTERISTICS

- 1 + exhibitor for 10 x 20 linear spaces in Convention Halls or hotels
- Fabric panels produced by an outside vendor
- 2 recruiters and 2 SMEs will depend on size of space and mission areas of focus
- 37" to 42" TV and light boxes

## EVENTS

- AMEDD
- Minority Outreach (AMRG)
- Education (AMRG)
- Cadet Command
- USAREC Generic

Required Recruiter/Cadre Support: **Varies by Convention**



# NIMLOK Systems



2x Wings



1x Elite



1x Truss

## PURPOSE

For spaces larger than 20 x 20 and multiple configurations

## CHARACTERISTICS

- 2 + exhibitors for 20 x 20 or higher island space in Convention Halls or hotels
- All branding in-house
- 2 of recruiters and SMEs will depend on size of space and mission areas of focus
- 37" to 42" TV and light boxes

## EVENTS

- AMEDD
- AMRG
- USAREC
- Cadet Command

Required Recruiter/Cadre Support: **Varies by Convention**



# NCD Mobile DRASH



## PURPOSE

Deploy to support critical AOCs for AMEDD/MRB and Cadet Command; requested by AMRG for Health Occupational Students of America.

## CHARACTERISTICS

- 2 exhibitors for 20 x 30 space in Convention Halls
- Requires Fire Marshal approval and NCD will conduct pre-approval for national level events
- 15 ft. exhibit height clearance requirement .
- 2 Recruiters and 2 SMEs support

## EVENTS

- AMEDD Conventions
- AMRG Education Events - HOSA
- Cadet Command if requested in advance

Required Recruiter/Cadre Support: **Varies by Convention**



# Additional Assets



- 1x Tractor and 2x Trailers
- Transport to direct site at show venues
- Branding outside of show site venues

- 2x Immersa Domes
- Provide virtual reality scenarios at show sites

- 1x Innovation Tower
- To augment AMEDD critical AOCs and other 10 x 30 and higher linear spaces

Required Recruiter/Cadre Support: **Varies by Convention**

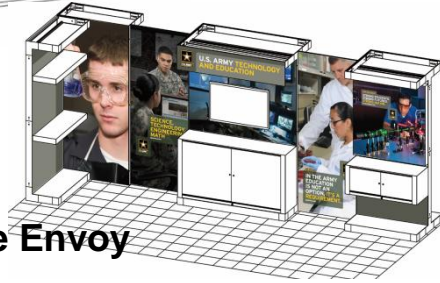




# Future Skyline Envoy and NIMLOK Systems



New 10 x 20 NIMLOK



New 10 x 20 Skyline Envoy

## PURPOSE

- Replace 10 x 20 Skyline liniten to meet new industry standards
- Deploy to support AMRG, MRB, USAREC, Cadet Command mutiple events for a 10 x 20 to 10 x 40 space

## CHARACTERISTICS

- 4 NIMLOKs (dental, band, AMEDD, Officership – Nurse ROTC)
- 4 Skyline Envoys for 10 x 20 or higher linear space in Convention Halls (AMEDD critical AOCs, STEM/Education)
- 1 exhibitor for 10 x 20 or higher linear space in Convention Halls
- Future graphics can be produced in-house
- Requires 2 recruiters and 2 SMEs

## EVENTS

- AMEDD
- AMRG
- USAREC
- Cadet Command

Required Recruiter/Cadre Support: **Varies by Convention**



# Truck Driving School

## Commercial Drivers License Certification Course (CDLCC)



### PURPOSE

To train and license mobile exhibitors in the operation of commercial tractor - trailers in order to deploy and support recruiters.

### CHARACTERISTICS

- Part of the unit's training program, internally operated
- 5-1/2 weeks in duration
- Unit coordinates with State of Kentucky for CDL licensing
- Conducted twice a year
- Only school of its kind in the US Army



# USAMSB FY 14 Accomplishments

## Mobile Exhibit Company

- 17,860 leads collected / 270,408 Headcount
- 530 Accession Targeting Board (ATB) directed national events
- 1,655 ATB directed event support days
- Support to Skills USA, FFA & AAB
- Vehicle fleet has safely traveled over 635,248 miles generating
- countless impressions as rolling “Bill Boards”



## National Conventions Division

- 10,600 leads collected
- Supported 74 conventions
- HENAAC, SKILLS USA, ALTC, FFA, AAB, Essence Music
- Festival



## Production Facility

- 32,000 square feet of banners
- 17 complete exhibits (Skills, SHRM, DECA, ALTC, FFA, and AAB)
- 13,700 incentive/presentation items
- 756 concepts/images/photo shoots/art disks
- 787 display components; 2,707 prints
- 2,365 items (includes sandwich signs, static clings, Future
- Soldier boards, pull-up banners and miscellaneous signs)

**CDLCC** - Four classes with 19 graduates





**United States Army**  
**Marksmanship Unit**  
**(USAMU)**





# USAMU Mission

The U.S. Army Marksmanship Unit (AMU) wins national and international shooting competitions and advances small arms lethality to demonstrate Army marksmanship capability and enhance marksmanship effectiveness in combat.

## USAMU Priorities

1. Represent the Army in all that we say and do.
2. Teach and improve ourselves and others at every opportunity.
3. Develop better weapons, ammunition and training.



# USAMU History

**Established in 1956 at the direction of  
President Eisenhower to:**

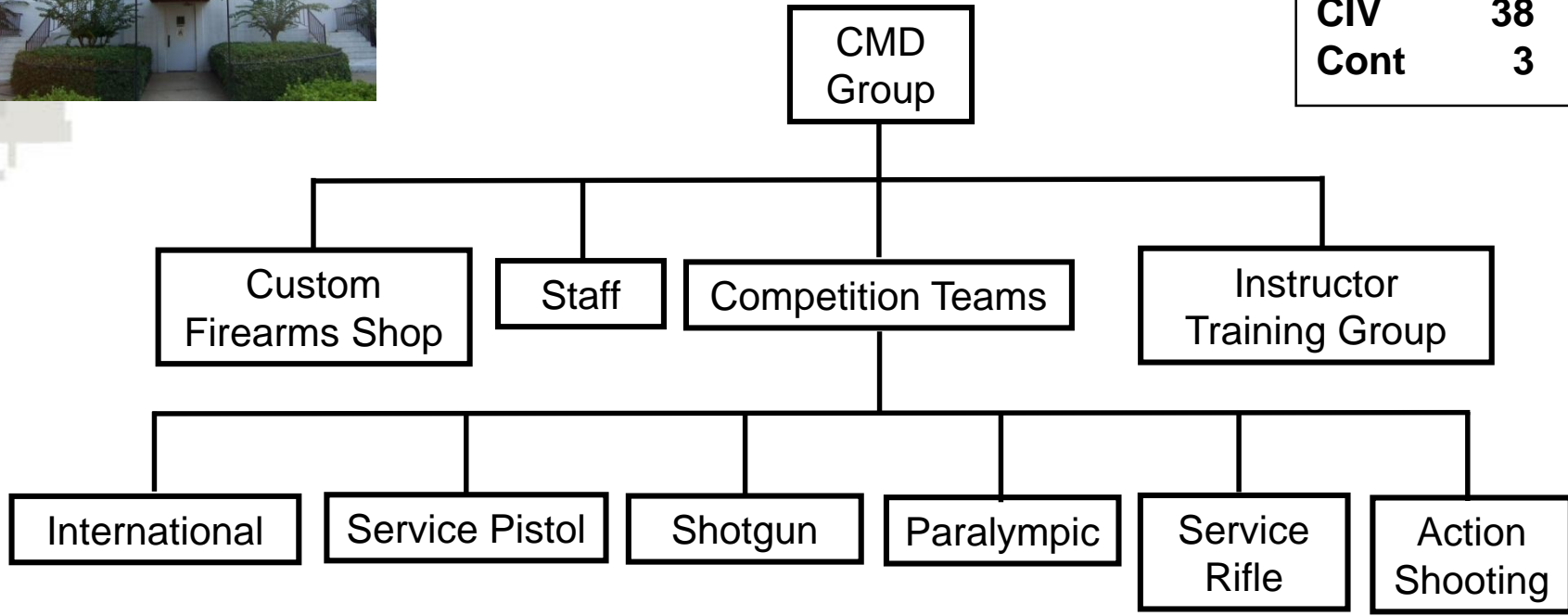
- have the best marksmen in the world as US Army Soldiers**
- be the DoD repository for small arms marksmanship  
research/development**



# USAMU Organization



2015 TDA Auth	
OFF	2
W/O	0
ENL	106
CIV	38
Cont	3



# Teams and Sections



## PURPOSE

Raise the Army's overall combat readiness by leveraging the unique capabilities of the USAMU in a manner that simultaneously focuses on providing relevant and responsive support to the accessions force for recruiting the future Warfighter and the best small arms marksmanship training and research and development capabilities for increasing the lethality of the current Warfighter

## CHARACTERISTICS

- **Six Teams**
  - » International Rifle and Pistol Team
  - » Service Pistol Team
  - » Shotgun Team
  - » Paralympic Team
  - » Service Rifle Team
  - » Action Shooting Team
- **Instructor Training Group**
- **Custom Firearms Shop**

## EMPLOYMENT

- **Supporting Army Accessions**
- **CONUS and OCONUS Warfighter MTTs**
- **High prestige/high visibility shooting events**
- **Colleges and Universities (ROTC)**
- **Junior Clinics**
- **Small Arms Research and Development**
- **Local Engagements**



**Connect with America's people to generate positive Army impressions through an active public information and relations campaign**



# International Team



## PURPOSE

Showcase Army Soldier Skills through Junior clinics, National, and International competitions in preparation for the Olympics. Raise Soldier marksmanship proficiency through a robust marksmanship training program. Incorporate lessons learned from competition into marksmanship programs of instruction and research and development initiatives.

## CHARACTERISTICS

**14 Person Team**

- » 1 NCOIC
- » 13 Shooters

**Note: Shooters are also Trained Instructors**

## EMPLOYMENT

- Train Soldiers to improve BRM
- Train Ft Benning Jr Rifle Team
- Junior Shooting Clinics
- Prep for 2016 Olympic Games
- International Competitions
- National Competitions



# Service Pistol Team



## PURPOSE

Showcase Army Soldier Skills through Junior clinics, Interservice, National, and International competitions in preparation for the Olympics. Raise Soldier marksmanship proficiency through a robust marksmanship training program. Incorporate lessons learned from competition into marksmanship programs of instruction and research and development initiatives.

## CHARACTERISTICS

- 17 Person Team
  - » 2 NCOIC
  - » 15 Shooters

Note: Shooters are also Trained Instructors

## EMPLOYMENT

- Interservice Competitions
- National Competitions
- International Competitions
- National Small Arms Firing School
- Prep for 2016 Olympic games
- Support Army Recruiting
- Train Soldiers to improve pistol Marksmanship
- Support to 3-23.35 rewrite



# Shotgun Team



## PURPOSE

Showcase Army Soldier Skills through Junior clinics, demonstrations, National, and International competitions in preparation for the Olympics. Raise Soldier marksmanship proficiency through a robust marksmanship training program. Incorporate lessons learned from competition into marksmanship programs of instruction and research and development initiatives.

## CHARACTERISTICS

**13 Person Team**

- » 1 NCOIC
- » 12 Shooters

**Note: Shooters are also Trained Instructors**

## EMPLOYMENT

- **Support Army Recruiting**
- **Prep for 2016 Olympic Games**
- **International Competitions**
- **National Competitions**
- **Demonstrations**



# Paralympic Team



## PURPOSE

Showcase Army Soldier Skills through Wounded Warrior clinics, National, and International competitions in preparation for the Para Olympics. Raise Soldier marksmanship proficiency through a robust marksmanship training program. Incorporate lessons learned from competition into marksmanship programs of instruction and research and development initiatives.

## CHARACTERISTICS

**12 Person Team**

- » 1 NCOIC
- » 11 Shooters

**Note: Shooters are also Trained Instructors**

## EMPLOYMENT

- DoD Warrior Games
- Paralympic World Cup
- International Competitions
- National Competitions
- Train Soldiers to improve marksmanship





# Service Rifle Team



## PURPOSE

Showcase Army Soldier Skills through Junior clinics, Regional and Interservice competitions in preparation for the National Matches. Raise Soldier marksmanship proficiency through a robust marksmanship training program. Incorporate lessons learned from competition into marksmanship programs of instruction and research and development initiatives.

## CHARACTERISTICS

**19 Person Team**

- » 1 NCOIC (also Shoots)
- » 19 Shooters

**Note: Shooters are also Trained Instructors**

## EMPLOYMENT

- Interservice Competitions
- National Competitions
- Provides QA/QC for USAMU Marksmanship Courses and MTTs
- National Small Arms Firing School
- Support Army Accessions
- Support TC 3-22.9 rewrite
- Liaise with key MCoE institutions



# Action Shooting Team



## PURPOSE

Showcase Army Soldier Skills through Junior clinics, Regional and National competitions in preparation for International Matches. Raise Soldier marksmanship proficiency through a robust marksmanship training program. Incorporate lessons learned from competition into marksmanship programs of instruction and research and development initiatives.

## CHARACTERISTICS

**7 Person Team**

- » **1 NCOIC**
- » **6 Shooters**

**Note: Shooters are also Trained Instructors**

## EMPLOYMENT

- **Close Quarters Marksmanship Training**
- **World Championships**
- **International Competitions**
- **National Competitions**



# Instructor Training Group



## PURPOSE

Support the warfighter through marksmanship instruction in our core Marksmanship Master Trainer Course (MMTC) as well as through Mobile Training Teams targeting priority BCTs, Divisions and Corps.

## CHARACTERISTICS

- 12 Person Team
  - » 1 NCOIC (also instructs)
  - » 12 Instructors

Note: Shooters are also Trained Instructors

## EMPLOYMENT

- MMTC Primary Instructors
- Support to Small Arms Firing School (Camp Perry, OH)
- All Army Matches



# Custom Firearms Shop



## PURPOSE

Conduct small arms research and development to increase Warfighter capability. Incorporate lessons learned from competition into marksmanship programs of instruction and research and development initiatives. Provide the accessions force with USAMU asset visibility to increase recruiting synergy.

## Responsibilities

- Conduct research and development on military service weapons and ammunition and share results with DoD small arms proponents
- Produce accurate and dependable weapons and ammunition
- Enhance accuracy and reliability of selected weapons
- Provide support to USAAC through exhibits and demonstrations
- Maintain all USAMU ranges and target systems





# USAMU FY14 Accomplishments

## Support to Accessions

- Conducted 15 various clinics/demos across the USA training 1,808 individuals of all ages.
- Supported the Small Arms Firing School at the National Matches where 1014 civilians were trained in the use of the M16 and M9 service weapons.
- Hosted the 2014 Army Strong Collegiate Shooting Championships consisting of 395 competitors in five different collegiate shooting disciplines
- Hosted the tenth annual "ARMY STRONG Experience" event with over 980 students and 14 COI's in attendance to witness a day of US Army capability demonstrations.

## Support to Warfighter

- Conducted the All Army Small Arms Championships, training 132 novice shooters out of 270 competitors participated, which is 66% of the competitors.
- Mobile Training Teams trained 1,200 FORSCOM, TRADOC and USASOC Soldiers in many locations both CONUS and OCONUS on BRM Instruction, and combined Close Quarters/Squad Designated Marksmanship courses.



## Research and Development

- Worked directly with MCOE Soldier Division/ Lethality Branch with assessing state-of-the-art technologies associated with carbon fiber barrels for future systems and/or product improvements to current systems.
- Provided SME to participate in the Project Manager Soldier Weapons Red Team to provide valuable feedback for the ongoing Modular Handgun Program which is the oversight for the selection process of the Army's next handgun.
- Supported Combating Terrorism Technical Support Office (CTTSO) by making improvements on Medium Caliber Cartridge & Weapon Prototype for ongoing Caliber Study
- Renewed Technology Program Agreement with Army Research Laboratory to continue to investigate the effects of recoil forces and motion dynamics on marksmanship performance.
- Provided SME and test data for the MCOE Small Arms Ammunition Configuration Study Directive which will provide an updated ammunition solution assessment to mitigate identified capability gaps. This Study was mandated by the Secretary of the Army in a 2013 letter to Congress.



## Competitions

- Connected America's Army with America's people by showcasing Army Soldier skills in competitions at National and World levels.
- USAMU teams produced an unprecedented 152 gold, 82 silver, and 74 bronze medals in various individual and team, regional, national and international events, illustrating the quality and depth of the teams during the 2014 season.





**United States Army**  
**Parachute Team (USAPT)**  
**“Golden Knights”**



# USAPT Mission

**USAPT conducts worldwide parachute demonstrations, competitions, and a tandem orientation program in order to connect “America’s Army” with the American public and enhance the Army’s recruiting efforts while simultaneously providing technical expertise in support of military free fall programs.**

## USAPT METL

- **Potential recruit engagement**
- **Center of Influence development**
- **Army branding through social media**
- **Maintain joint service free fall proficiency**





# USAPT History

- Organized in 1957
- Formed in 1959 by BG Stilwell as Strategic Army Corps Parachute Team



- Designated Army's official aerial demonstration unit in 1961
- Adopted official name "Golden Knights" in 1962

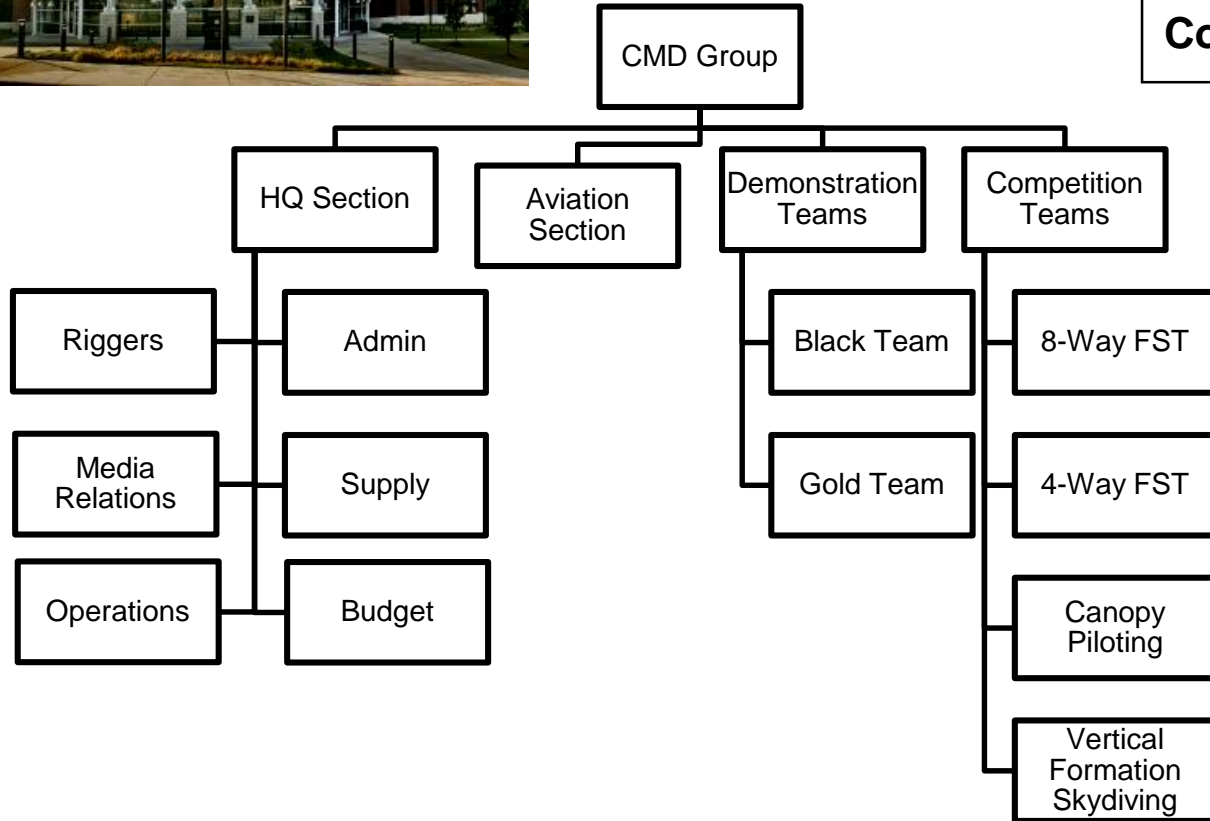




# USAPT Organization



2015 TDA Auth	
OFF	4
W/O	6
ENL	63
CIV	13
Cont	10



# Parachute Demonstration Teams



## PURPOSE

Performs parachute demonstration jumps across the nation and throughout the world supporting Army accessions efforts while generating quality leads for local recruiters by making demonstration parachute jumps and conducting presentations, media interviews, and blog posts.

## CHARACTERISTICS

- 2 Demonstration Teams
  - » 24 Parachutists
    - Black Demonstration Team
    - Gold Demonstration Team

## EMPLOYMENT

- International Events
- National Events
- Air Shows
- Sporting Events
- Support Accessions Through Speaking Teams
- Future Soldier Functions
- Jump Into Local Events
- ROTC Events
- School Visits
- Hospital Visits



# Tandem Team



## PURPOSE

Used to create excitement about the Army by providing tandem parachute jumps in support of Army public relations to selected centers of influence and accessions initiatives while generating quality leads for local recruiters.

## CHARACTERISTICS

- 10 Parachutists
- Tandem Jump Categories
  - » CAT I (Nationally Recognized Figures)
  - » CAT II (Influencers at DoD & State Level)
  - » CAT III (Local VIP, Non-VIP Civilians and DoD Personnel)

## EMPLOYMENT

- Media Events
- National Targets
- Air Shows
- Sporting Events
- Speaking Teams
- Tandem Camps



# Competition Teams



## PURPOSE

Establishes and trains formation skydiving and canopy piloting teams to compete and win at the national and international level, supporting Army accessions by maintaining world-class notoriety. Periodically trains special operations forces on military freefall skills.

## CHARACTERISTICS

- 4 Competition Teams
  - » Parachutists
    - + Formation Skydiving Team 8-way (9)
    - + Women's 4-way Team (5)
    - + Canopy Piloting Team (3)
    - + Vertical Formation Skydiving Team (5)

## EMPLOYMENT

- International Competitions
- National Targets
- Sporting Events
- Speaking Teams
- Military Freefall Training





# Aviation Section



## PURPOSE

Provides aviation support for the demonstration teams, tandem team, and the competition teams.

## CHARACTERISTICS

- Establishes and maintains an aircrew training program that includes five nonstandard aircraft (2x Fokker/ 3x Twin Otters)
- Manages aircraft flight hours IAW Army regulations
- Coordinates and administers annual proficiency readiness evaluations to all aviators
- Provides safety programming and assists and maintenance and flight operations

## EMPLOYMENT

- Provides all organic, nonstandard aircraft and maintenance support to the USAPT
- Accessions Support at show sites – Future Soldier functions and various field Recruiter support.

Notes:

1. Received 3x new twin otters FY13 bringing fill authorization to 2x Fokkers & 3x Twin Otters
2. Fokker life cycle replacement is #1 USAPT long term issue / concern



# FY14 USAPT Accomplishments

## • Operational

- Performed over 16,000 free fall parachute jumps with an injury rate of 0.0001%
- Produced over 375 Million impressions of the US Army to the American public
- Supported Special Operations MFF (Military Free Fall) Courses with videographers and instructors, training a total of over 102 Soldiers
- Conducted 862 Tandem Jumps



## • Competitions - 26 Gold, 17 Silver, 2 Bronze

- **2014 World Parachuting Championship, Czech Republic:**
  - Gold Medal in 8 Way - World Record set
  - Silver Medal in 4 Way
- **2014 U.S. Nationals:**
  - Gold Medal in 8-Way - World Record set
  - Gold Medal in 4-Way Female - World Record set
  - Gold Medal in 10-Way
  - Gold Medal in 16-Way
  - Gold Medal in VFS (Vertical Formation Skydiving)



# USAASB Overview Summary 2014

## USAMU

- 43.2M Impressions
- 70 Training events/ 102 weeks of compounded training/2,197 Soldiers trained
- 7 events / 14 days TSDs
- 11 civilian clinics / 2,052 civilians trained
- Connected with over 2,000 HS aged rifle shooters thru the Army Junior Rifle Championship



## USAPT

- 55 Shows
- 18 TSDs
- 4 Tandem Camps
- 862 Tandem Passengers
- 17K+ Jumps Conducted
- 162 Future Soldiers
- 827 Leads
- 372M Impressions
- #2 at World Cup (Women's 4-Way)
- #1 at World Championship (Men's 8-Way)
- #1 at National Championship (Women's 4-Way)
- #1 at National Championship (Men's 8-Way)



## USAMSB

- Executed 542 Accessions Events (530 ATB events / 74 Conventions)
  - 79 National Conventions Resulting in 10,800 Leads
  - 530 Mobile Exhibit ATB Events Resulting in:
    - 952 High School Visits
    - 28,460 Leads
    - 335,002 Visitors
    - 635,248 Miles Traveled
  - 1,655 Support Days
- Produced/Shipped 13, 700 COI/Incentive Awards





# US Army Accession Support Brigade (USAASB) Weapons Systems (Marketing Assets)

## USAASB Headquarters

Accessions  
Distribution  
Center

*Supports USAREC, USACC, and OCAR through online intranet ordering system for Recruiting Publicity Items (RPI) and Personal Presentation Items (PPI).*

Branding  
Support  
Program

*Produces custom products for the accessions force.*

## US Army Accessions Mission Support Battalion (USAMSB)

Interactive  
Semis (4)

Adventure  
Semis (5)

Army Adventure  
Trailers (2)

Army STEM  
Experience (2)

OCC Chopper &  
Sport Bike

Extreme Truck

Medical  
Marketing Semi

Distracted Driver  
Trailer

DRASH –  
Medical  
Deployable  
Rapid Assembly  
SHelter (**MRB**  
**support**)

NHRA Traveling  
Recruiters (2)

National  
Conventions  
Division: Display  
Systems (8) &  
Exhibitors (9)

*The USAMSB conducts mobile and fixed exhibits in support of Army Accessions and manufactures specialized marketing products.*

## US Army Parachute Team (USAPT)

Demonstration Teams (2)  
Tandem Team

Competition Teams (4)  
Formation Skydiving Team  
8-Way

Women's 4-Way Team

Canopy Piloting

Vertical Formation  
Skydiving (VFS)

*USAPT conducts worldwide parachute demonstrations, competitions, and a tandem orientation program in order to connect "America's Army" with the American public and enhance the Army's recruiting efforts while simultaneously providing technical expertise in support of military free fall programs.*

## US Army Marksmanship Unit (USAMU)

Service Rifle

International

Paralympic

Service Pistol

Shotgun

Action Shooting

Custom Firearms  
Shop

Olympians

Instructor Training  
Group

*The USAMU conducts demonstrations, exhibitions, and competitions (national / international) to promote the Army; raises marksmanship proficiency Army-wide through a robust marksmanship training program; and supports Army small arms research and development initiatives.*





# Accessions Support Brigade

## Command Brief

**Briefer: COL Holliday**  
**Type of Brief: Information**  
**Date: 31 July 2015**  
**Version: V1.0 - TAB**

