

Accessions Support Brigade

Command Overview Brief

Briefer: COL Holliday

Type of Brief: Information

Date: 31 July 2015

Version: V1.0 - TAB



Purpose / Outcome

- **Purpose. Inform on the Organization, Capabilities, and Operational Concept of the U.S. Army Accessions Support Brigade (USAASB).**
- **Outcome. Common Information Framework on USAASB Organization and Operations.**
- **Guidance Requested. Yes.**
- **Decision Required. None.**



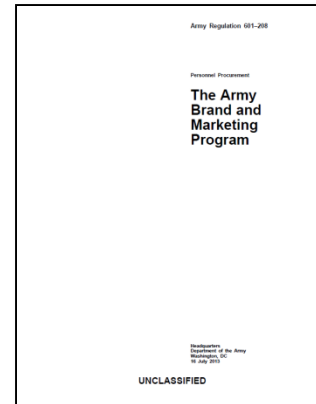
Agenda

- **USAASB Mission / Organization / Business Processes**
- **US Army Mission Support Battalion (USAMSB)**
- **US Army Marksmanship Unit (USAMU)**
- **US Army Parachute Team (USAPT) “Golden Knights”**
- **USAASB Branding Support Program (BSP)**
- **Awards / COI PPI**
- **Accessions Distribution Center (ADC)**
- **Websites / POCs**
- **Tour**



Mission

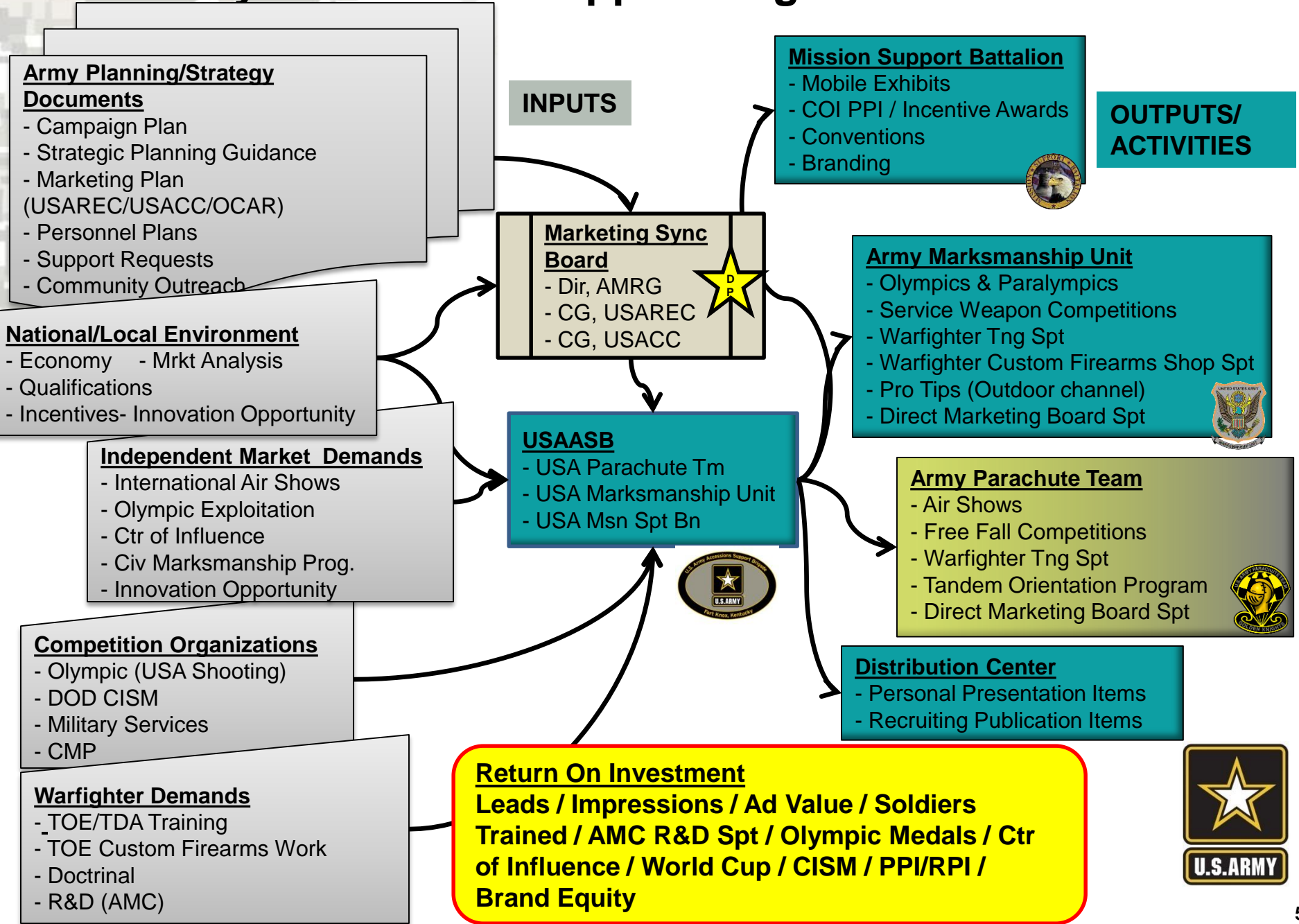
The U.S. Army Accessions Support Brigade supports Army marketing and accessions, competes and wins in competitions, and conducts directed research and development to enhance Army brand equity and recruiting leads, demonstrate elite Army skills, and improve operational force capabilities.



AR 601-208



U.S. Army Accessions Support Brigade Business Process



Army Planning/Strategy Documents

Documents

- Campaign Plan
- Strategic Planning Guidance
- Marketing Plan (USAREC/USACC/OCAR)
- Personnel Plans
- Support Requests
- Community Outreach

National/Local Environment

- Economy - Mrkt Analysis
- Qualifications
- Incentives- Innovation Opportunity

Independent Market Demands

- International Air Shows
- Olympic Exploitation
- Ctr of Influence
- Civ Marksmanship Prog.
- Innovation Opportunity

Competition Organizations

- Olympic (USA Shooting)
- DOD CISM
- Military Services
- CMP

Warfighter Demands

- TOE/TDA Training
- TOE Custom Firearms Work
- Doctrinal
- R&D (AMC)

INPUTS

Marketing Sync Board

- Dir, AMRG
- CG, USAREC
- CG, USACC



Mission Support Battalion

- Mobile Exhibits
- COI PPI / Incentive Awards
- Conventions
- Branding



OUTPUTS/ACTIVITIES

Army Marksmanship Unit

- Olympics & Paralympics
- Service Weapon Competitions
- Warfighter Tng Spt
- Warfighter Custom Firearms Shop Spt
- Pro Tips (Outdoor channel)
- Direct Marketing Board Spt



Army Parachute Team

- Air Shows
- Free Fall Competitions
- Warfighter Tng Spt
- Tandem Orientation Program
- Direct Marketing Board Spt



Distribution Center

- Personal Presentation Items
- Recruiting Publication Items

Return On Investment

Leads / Impressions / Ad Value / Soldiers Trained / AMC R&D Spt / Olympic Medals / Ctr of Influence / World Cup / CISM / PPI/RPI / Brand Equity



U.S. Army Accessions Support Brigade

ASA M&RA

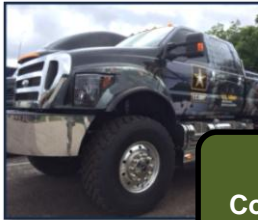
Military	DA Civ	CME
228	87	64

Army Marketing & Research Group (MDW)

USA Accessions Support BDE (FKKY)



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



USA Mission Support Battalion (FKKY)

USA Marksmanship Unit (FBGA)

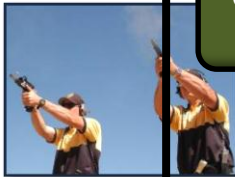
USA Parachute Team (FBNC)

National Conventions

Competition Teams X6

Competition Teams X2

MEC



Custom Firearms Shop

Demo Teams X2

Training Group

Tandem Team

Aviation Section 5 ea A/C

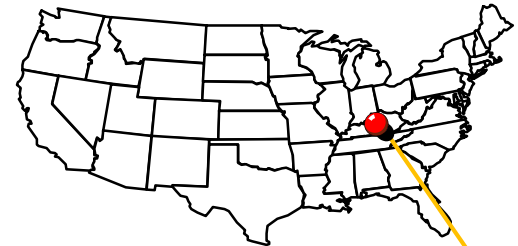


Accessions Distribution Center

Branding Support Program



Mission Support Battalion



Fort Knox, KY



- 4 x Interactive Semi
- 5 x Army Adventure Semi
- ★ 1 x Medical Marketing Semi
- 2 x Army Adventure Trailer
- Orange County Chopper
- National Conventions Division
- Fabrication and Graphic Production Contract
- US Army STEM Experience
- AMEDD Touch Wall
- DRASH (MRB & USACC Nurse Events)
- Extreme Truck



U.S. Army Marksmanship Unit



Fort Benning, GA

International Rifle Team
Combined Functional Team-Pistol
Shotgun Team
Paralympics Team
Service Rifle Team
Action Combat Shooting Team
Training Group
Custom Firearms Shop



U.S. Army Parachute Team “The Golden Knights”



Fort Bragg, NC

2 X Parachute Demonstration Team (Black/Gold)
Tandem Orientation Program
Women’s 4-way Formation Skydiving Team
8-way Formation Skydiving Team
Canopy Piloting Team
Vertical Formation Skydiving Team
Aviation Section (5 Aircraft)



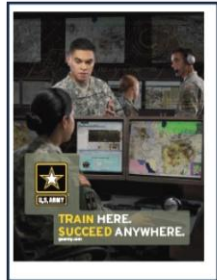
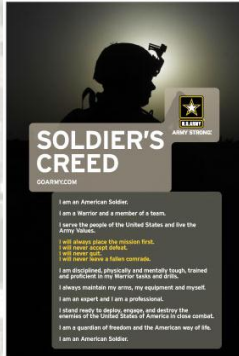
Branding Support Program (BSP)

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

Brigade allocations are paid by ASB Operating Budget

- Requests through Brigade A&PAs/ROOs to USAASB
- Requests take 30 to 45 days on the average to fill
- Allocations are divided among the Brigades by USAREC
- Detailed catalog of available products can be found at <http://www.usarec.army.mil/asb/branding.html>

**• Create Banner “Body Type” that will have longevity.
• Anticipate Popular Items!**



Accessions Distribution Center

- **Manage the Accessions Distribution Center (ADC)**
 - Support USAREC, USACC, and USAR through online Intranet ordering system for Recruiting Publicity Items (RPI) and Personal Presentation Items (PPI)
 - Stock over 400 items
 - Process over 28,395 orders annually
 - Support over 6,400 customers

Over 130K boxes shipped annually



USAASB Websites

USAASB <http://www.usarec.army.mil/ASB/>

USAMSB <http://www.usarec.army.mil/MSBn/>

USAMU <http://www.usaac.army.mil/AMU/>

USAPT <http://armygk.armylive.dodlive.mil/>



Accessions Support Brigade

Command Overview Brief

Briefer: COL Holliday

Type of Brief: Information

Date: 31 July 2015

Version: V1.0 - TAB

