



# ALBANY BATTALION EAGLE

U.S. Army Recruiting Battalion, Albany, N.Y.

Vol. 5, Issue 10, July 2003

## New command in place



For more Change of Command photos -- see pages 4-5, and company pages ...

LTC Sandra Luff (left) became the 18th Albany Battalion commander at the change of command ceremony at Westover Air Base on June 6, 2003. She and CSM Billy Lansberry (right) form the new Battalion Leadership Team. (photo at right) Music was provided by the 88th Army Band Rhode Island Army National Guard.



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# Commander's Comments

by LTC Sandra Luff



I am extremely proud to assume command of this great unit and look forward to calling Albany Battalion my home. Command is a privilege. I am deeply honored by this opportunity to serve with each of you. I'm excited about our future and look forward to the next two years with great anticipation.

Many thanks to everyone involved with the preparation and execution of the change of command ceremony. It was an impressive event and served as another display of the level of excellence that is the hallmark of this battalion. Well done!

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***You are an ambassador for the Army.***

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Although I will not publish my command philosophy until after I visit the company leadership teams, I wanted to use this opportunity to reinforce some important items:

✦ First, we are on point for the Army. Many of you may serve as the sole Army representative in your area. Therefore, every action you take should be made with the highest degree of professionalism. You are an ambassador for the Army. As such, you must always act with the highest degree of moral integrity.

✦ Second, quality of life issues are integral to mission success. The business of recruiting requires us to spend numerous hours away from our homes and families. There are mission requirements that cannot be ignored. However, we must continually strive for balance in our personal and professional lives. I want to ensure each member of the battalion achieves that balance—let me know how I can help you.

✦ Third, to achieve domination of our market, we must work as a team—a team that includes every soldier, civilian and family member. We must also understand and inculcate the “science” of recruiting and the development and integration of the Mission Accomplishment Plan. In addition, we cannot overlook the “art” of our mission that focuses on the personal interaction between recruiter and recruit. Working smarter, not harder will be the creed of this battalion.

Finally, I want to praise you for a job well done and look forward to seeing you in your stations. I am committed to ensuring each of you has every available resource at your disposal to accomplish our mission. Let me know how I can assist you or be used as a force multiplier. We can and will achieve our mission. The Army expects nothing more. And we will respond with nothing less.

Remember your heritage and serve with pride.

# TAIR? Who needs it? Not Hartford Company!

by Special Correspondent Morgan Le Fay

Every recruiter who requested “mainstream” soldiers through the Total Army Involvement in Recruiting program this year knows that TAIR was a wash. “Mainstream” soldiers were involved in other activities like fighting a war.

Hartford Company recruiters didn’t let that get in their way. After all, recruiters are just one step removed from the “mainstream.” They decided to use the talent already in their company to conduct their own TAIR program. And what talent they had!

Waterbury Recruiter SSG Karl Ellenberger grew up in a musical family. He started playing the bass and piano at 11, pursued his interest through his high school youth symphony orchestra, eventually earning his bachelors degree in music education. Faced with \$20,000 in college loans and no professional music jobs in sight, he became an Army musician. After 14 years, five of them spent touring Europe, and earning his masters degree from the Mannes Conservatory in New York City, he was selected for recruiting duty.

Now, in conjunction with his prospecting and processing, he performs with local high school bands and conducts band clinics. “I’m working with a promising clarinet player now who may be able to meet the Army’s high standards,” Ellenberger says. The positive visibility he has earned in his schools benefits him and recruiters to follow. Ellenberger, who met his wife, Melissa, a music teacher at Watertown High School during his time here, looks forward to returning to his music career after his recruiting tour.

Waterbury Recruiter SSG Tommy Daigle’s “mainstream” military occupational specialty is in aircraft structural repair. In his role as recruiter, he put together a display of pictures of damaged and repaired aircraft and talks to classes about his experiences. “It’s a great job to have, and great training for jobs in the civilian work force,” Daigle says.

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## *five presentations = three contracts*

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He shows them his resume and job offers he has from companies like Pratt-Whitney, Boeing and Sikorsky to back up his claim. He’s done five presentations this school year and netted three contracts.

Bristol Station Commander SFC David Stauffer is a maintenance supervisor in his “mainstream” MOS. He borrows a HMMWV from the local Reserve unit, goes to a school, puts it up on a lift and gives a presentation to technical classes on the inner workings of a diesel engine.

He’s done five or six presentations, netting four enlistments this year, two of which were students from last year who remembered his presentation. “Kids love it. Schools love it. The schools call me to schedule a class. That’s really where you want to be ...



SSG Karl Ellenberger and his bass.

with the schools calling you instead of you calling them,” Stauffer says.

With the world situation as it is and troops stationed in hot spots all over the globe, it’s hard to tell if TAIR will be an active program next year or not. Hartford Company might just have something.

If you’re thinking “these guys aren’t special. I can do that,” you’re RIGHT! Every recruiter in the battalion has “mainstream” skills he or she can use for school presentations. With a little ingenuity, YOU can use your skills and be your own TAIR team.

# Change of Command

Catskill Company



SGT Paul Drew



(below) SFC David Simons:  
Top USAR Recruiter  
2nd Quarter FY03

New Haven Company: Top LPSC 2nd Quarter FY03



Lisa Kenific:  
Top Civilian  
2nd Quarter FY03

# Change of Command



(left) SFC Tracy Tyus

**Rick Dunklee:  
Commander's Award  
for Civilian Service**



**SGT Enrique Franco (left) and CPL Jeffery Armstrong**



**SSG James Edwards**

**New Haven Company**



**SFC Enrique  
Barrera**



**SSG  
Cynthia  
Walker**

# Recruiter Achievement Awards



**CSM Billy Lansberry:**  
**Glen Morrell Award**

## Rings and things

Three Sapphires  
**SSG Robert Letts**

Two Sapphires  
**SFC Clarence Adkins**  
**SSG Travis Forbes**  
**SSG Daniel Sabotka**

One Sapphire  
**SGT Alfred Galindo**

Three Gold Stars  
**SSG Roger Borja**  
**SSG David Bucklin**  
**SGT Ron Davis**  
**SSG Michael Ganus**  
**SGT Richard Ross**  
**SGT Kerry Smith**

Two Gold Stars  
**SGT Andrew Cormier**  
**SGT Matthew Hoffman**  
**SGT Adrian James**  
**SSG Fernando Quinones**

One Gold Star  
**SSG Jose Cruz**  
**SSG Jason Lentz**  
**SGT Jeremy Logan**  
**CPL Alex Scott**

Mission Box Companies  
May FY03

**Burlington, New Haven,  
Springfield**

Mission Box Stations  
May FY03

**Albany, Barre, Bennington, Bridgeport,  
Bristol, Burlington, Danbury, Enfield,  
Glens Falls, Hanau, Heidelberg, Hudson,  
Johnstown, Leominster, Middletown, Conn.,  
Middletown, N.Y., Monticello, New Haven,  
New London, Norwich, Paterson, Plattsburgh,  
Rutland, Saratoga, South Hadley, Southbridge,  
Springfield, Stamford, Worcester**

## Recruiter minute

by Public Affairs Specialist Kathie Abeel



More or less ... that is the question. Have you ever wondered if more or less on your table display was a better way to generate more leads?

Schenectady, N.Y., Recruiter SSG Donald Benson has learned that the less you put on your table the more you will be able to interact with participants who stop or walk by ... they'll ask more questions.

During the initial set-up of his table display, Benson uses the black and gold Army tablecloth and puts up a tri-fold display, designed by SFC Gregory Psoinos, also from Schenectady. He uses different pictures on the display depending on the event. Benson also puts only a few different types of recruiter publicity items and a limited number of personal publicity items on the table.

"Remember, the less you use, the more interactions you can have with the participants," Benson says, "With this kind of table display we've had a 25 percent increase in questions. That gives us the opportunity to use our sales techniques."

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(left to right) Grafton, Mass., Job Corps Finance and Accounting Director Anthony Germana, Math Instructor John Thornton, Director Dr. Patrick van Rooyen, Springfield Company Commander CPT Stephen Ruzicka, Worcester Recruiter SSG Jodi Galloway, Grafton Job Corps Business Community Liaison Officer Nilda Oyola and Worcester Station Commander SGT Paul Bergeron posed for a photo after Grafton Job Corps became a Partner in Education with the Army.



Through the efforts of former Albany Battalion Commander LTC Christopher Costa, Schenectady Community College becomes a Partner in Education with the Army. (left to right) SCCC Chairperson, Department of Business and Law David Hennessy, LTC Christopher Costa, SCCC President Gabriel Basil, SCCC Dean of Continuing Education Edward Baker, SCCC Dean of Academic Affairs Thomas Nelson, Albany Battalion Commander LTC Sandra Luff and Operations Officer CPT Gabriel Crocker.

# Bear Mountain Company

by Company Commander  
CPT Michael Krause

Wow! What a fast paced month it has been for this company. Not one, but two changes of command. First, I want to start by reminding you all how privileged I feel to command this fine unit. Already I have met some of the most hard-working and mission-oriented people I have ever seen. Soldiers who work countless hours and still have the professionalism to keep a smile on their faces. I know that with this kind of attitude, anything is achievable.



Without taking a whole lot of time, I would just like to note some of our outstanding performances of the month of May. Both **Paterson** and **Monticello** stations Boxed outright, while Middletown was also able to Box due to a well-deserved mission reduction. Congratulations to all those who contributed to the great team effort.

In addition, we also had outstanding achievements by: SFC Daleron Hargraves, for writing his first two contracts; SFC Norman Allen, for writing his first contract; and SFC Joseph Rappise, for writing 3 contracts in the month - best individual performance in the company. Great job by all!

I suppose the benefit to writing this late is the fact that I can talk about the awesome June events that have already taken place. So far this month, in spite of all the rain, we've had an Army Birthday proclamation and Hampton day in Newton, Wayne Day for Paterson station, and a great turn out at the Stewart AFB Air Show featuring the Navy's Blue Angels. This event gathered many leads and was expertly organized by SSG Raymond Snow from Middletown. Everyone who worked was a VIP. Now lets go get those contracts.



**SSG Robert Letts:**  
**Brigade Special Recognition Award**



**Bear Mountain  
Company:  
Top Reserve  
Company  
2nd Quarter  
FY03**

## Springfield Company

by Company Commander CPT Stephen Ruzicka

Thanks to all Springfield Company recruiters for their hard work in making May **Company Mission Box!** All stations boxed as well. **Springfield** Recruiting Station boxed for their second month in a row. Your efforts are appreciated. It feels great to Mission Box as a company for the first time since I took command in November. Let's keep the momentum going and box for June.

I want to recognize the following soldiers for their May achievements. Top RA recruiter **SSG Charles O'Malley**, writing three quality and one other contract. Top Reserve recruiter **SGT Lemuel Webb**, writing three quality contracts. The following soldiers wrote a quality contract: SGT John Blancart, SSG Jodi Galloway, SSG Innocenzo Iorio, SGT Adrian James, SGT Shawn Jones, SFC Richard Lomax, SFC Michael Mangrum, SSG Sirnetheral McCrory, SSG Leonard



Mooers, SGT Steven Morrell, SGT Damion Orr, SFC Jorge Rivera, SFC Keith Roberts, SFC Peter Roberts and SFC Fred Witcher.

Good job to all my recruiters for their hard work in May.

## Albany Company

by Company Commander CPT Lawrence Mullaney

**Albany** Station led the way this month, achieving Mission Box in the first two weeks, overproducing 3 RA contracts. Their performance sets the standard for our other stations to strive for and will earn them all a 4-day pass if they achieve quarter box in June. **Glens Falls** also Boxed and overproduced 3 RA contracts. **Johnstown** Boxed their RA mission and produced a Reserve contract to help the company. **Saratoga** Boxed with two RA contracts. Congratulations to these stations who accomplished their assigned missions. I thank the three stations that overproduced for their effort.

Notable performances for May: SSG Patrick Papia, with 2 GA contracts; SSG David Schoettle, with 2 GA contracts; SFC Randy Relyea, with 1 GA, 1SA, 1PS contracts; SFC Clarence Adkins, with 1 GA and 1 Other contract; SGT Ron Davis, with 1 GA and 1 Other contract and SFC Rodney Hoerter, with 1 GA and 1 Other.

The following recruiters successfully completed a 10-mile run with the new battalion commander and CSM: SSG Gregory Lauzon, SSG Daniel Tully, SSG David Schoettle and SSG Justin Musson. They displayed exemplary perseverance and received 3-day passes for their efforts.

Farewell to the Adkins who are departing to Fort Bragg N.C., and the Cleveland who are headed to Korea



and Fort Campbell, Ky. Thank you for your hard work. We wish you the best at your new posts.

Our company gained the Lauzon family. SSG Gregory Lauzon took over the Saratoga Springs station and is already off to a strong start.

**SFC Clarence Adkins:**  
**Brigade Circle of**  
**Excellence Award**



## Burlington Company

by Company Commander MAJ Johannes Paraan

Can I get a "Hell, yeah!" from the Beasts! Last month we asked the company to do it again -- and we did! Congrats to the company for Mission Boxing in May. This is the first time in recent memory that a company has Mission Boxed two months in a row.

Great job by the following recruiters:

**SSG Herbert Hatch**

who wrote 2 grad reserves currently in high school and  
1 grad contract,

**SFC Mark Steils**

who wrote 3 grad reserves currently in high school,

**SSG Tony Borja**

who wrote 2 grads and 1 other contract,

**SSG Eric Flynn**

who wrote 2 grad contracts,

**SFC Jimmy Williams**

who wrote 1 grad and 1 senior contract.

Congratulations to **Burlington** and **Plattsburgh** stations for Mission Boxing again. Special recognition to **SGT Kelly Maloney** for single-handedly Boxing **Bennington**. A special "atta boy" to **SSG Matthew Caron** for acting as station commander for Burlington

and Bennington stations and leading them both to Mission Box. Congratulations also to Barre and Rutland stations for achieving Team Box.

Farewell to SSG Herbert Hatch, wife, Kathy, and daughters, Elaine and Rachel. Their next assignment is at Fort Huachuca, Ariz. But he's not leaving without his Gold Badge. Great job and good luck to you and your family.

We welcome CPT Doug Brinson, wife, Rochelle, and son, Cason. Brinson is currently deployed in Iraq with the 3rd Infantry Division. They'll be here in June.

Good luck and take good care of the Beasts!



**SSG Matthew Caron**



## Hartford Company

by Company Commander CPT Timothy Duffy



**Danielson: Top OPSC Station  
2nd Quarter FY03**

Belated congratulations to **Hartford RS** for April Mission Box.

As I come toward the end of my assignment in Recruiting Command, I wish to thank everyone who supported this company during my service as commander.

To the battalion staff, I extend my appreciation for all you've done and continue to do. With the limited resources within this command, your efforts are essential to the success of the entire battalion. What you do will have a continuing impact that reaches beyond morale and production, but into the image of the Army held by all we talk with.

To the recruiting force families I offer my sincerest thanks for the sacrifices you endure for the Army. This duty has been described as a three-year deployment and it often meets the same demands. Please know that the success enjoyed by the members of this company is greatly dependent on family support, patience and understanding. We are grateful.

To the soldiers of Hartford Recruiting Company, I express my gratitude for your hard work, determination and initiative. Your efforts raised this company from the bottom of brigade to the highest levels of success ever achieved by this unit. You did it by one month, one week, one day and one enlistment at a time. You deserve full recognition for your accomplishment.

Many of you felt left out from the war by not deploying to Iraq with your branch units. You should not. You're serving in a capacity that many would choose second to combat. Not because it's less prestigious or more dangerous, but because it's more difficult. We do not leave here with right-sleeve shoulder insignia for our

service, but with a more distinctive mark – the Army Recruiter Badge. This represents a real badge of courage, so be proud of it. I will.

To 1SG Andy Mori, I pledge my eternal respect. There is no finer example of a true Army non-commissioned officer than you. You were ever-loyal and always supportive of all actions and orders, regardless of personal disagreement with concept. You established, maintained and enforced high standards while remaining sensitive to the needs of your subordinates. Success has been your trademark since you entered service and continues to be the legacy you pass on. Please accept my thanks for your service and support.

...Go get it done! "Hun 06 -out"



**SFC George Hurdle:  
Brigade Circle of Excellence Award**

# Safety is everyone's responsibility



by Executive Officer MAJ Andrew G. Entwistle

Safety is the most important consideration in everything we do. It is the commander's goal to ensure this command provides a safe and healthful working environment for our soldiers, civilian employees, family members and Delayed Entry Program soldiers. Although the Battalion Leadership Team and Company Leadership Teams have the ultimate responsibility for everyone's safety, safety is also everyone's responsibility.

Safety awareness and enforcement are critical aspects of successful recruiting operations. It is imperative that we instill a culture where safety is exercised at all levels. In so doing, we will ensure our safety program serves as a force multiplier. The bottom line is that an effective safety program will conserve critical mission resources: people, equipment, money and time.

One aspect of ensuring safety is to conduct a risk assessment before any activity or event. We've all heard that, but we've all come from different places where it meant different things.

As part of standardizing this critical task, a chain teaching program has been established. Before the end of July, every company commander will ensure that every member of their command is trained on the importance of, and procedures for, a good risk assessment. Once taught, we will vigorously implement risk assessment for all our critical recruiting operations - key events, DEP functions, etc. It will be the rule, not the exception. Individual recruiters must be sure they are doing their own risk assessments each day before hitting the road. If you identify the risks, and mitigate them, you are more likely to survive them.

Increased safety awareness and the implementation of risk management principles and tools are critical as we enter the summer season. Summer is the season for accidents and injuries. At every level in the chain of command leaders must talk to soldiers about safety at work and while on leave.

Expect to receive your risk assessment training in the near future. Go into it realizing that what you will hear may save your life, or someone dear to you.

