

Command group vision identifies Battalion priorities and goals

MILWAUKEE (January 5, 2004) – For the first time in the Milwaukee Recruiting Battalion, expectations for the future are on display. A vision for the Battalion was shaped by Lt. Col. Andrew J. Frank and Command Sgt. Maj. William M. Smith and made into a poster to be displayed in all recruiting stations and at Battalion headquarters.

“A vision statement helps set priorities and will guide the policies of this battalion,” said Frank. “Displaying the vision posters within our workspaces will serve as a reminder throughout the year of our command goals and aspirations.”

The Command Vision poster joins a list of four other posters that are required to be framed and displayed in recruiting stations. The additional required posters are: Skill Training, Ice Soldiers, Generations, and Helicopter.

In addition to the required posters, Uncle Sam, Sampayo, USAREC Mission, and Spanish language posters are optional.

The Command Vision poster is unique to the Milwaukee Recruiting Battalion and is not part of the USAREC brand imaging package of posters. Accordingly, it should not be displayed next to the required posters but set apart in a separate area of the station.

Command Vision posters and frames have been distributed to each recruiting company for distribution to the recruiting stations.