

U.S. Army Accessions Support Brigade

“Connecting America’s People To America’s Army”



ARMY STRONG.®

U.S. Army Accessions Support Brigade (USAASB)
Overview Brief

Agenda

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

Mission

The U.S. Army Accessions Support Brigade supports USAREC, USACC, and USAR by maximizing leads and positive Army impressions to ensure the U.S. Army accomplishes its enlisted, warrant officer, and officer recruiting mission

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**
 - USAAMSB
 - 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)**



U.S. ARMY

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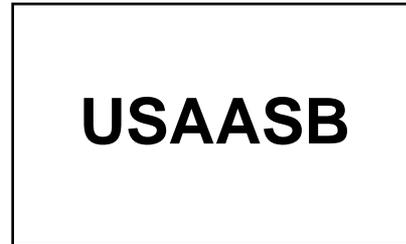
USAASB Organization

Brigade

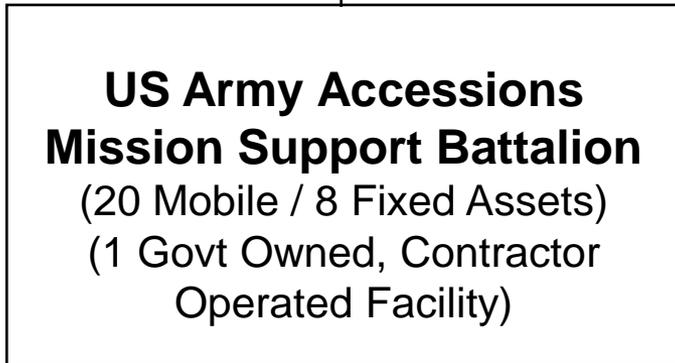
BDE HQs

2012 TDA Auth	
OFF	13
W/O	6
ENL	185
CIV	87
Total	291

2012 TDA	
OFF	3
W/O	0
ENL	4
CIV	17
Total	24
CME	6



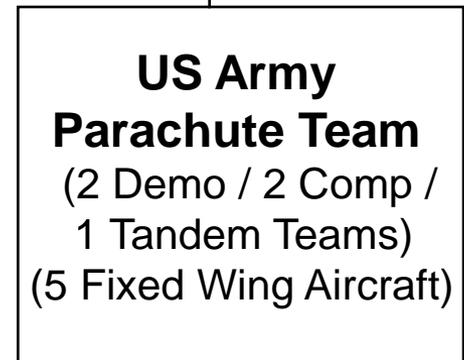
Fort Knox



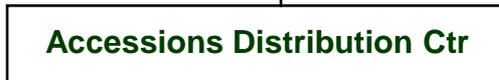
Fort Knox



Fort Benning



Fort Bragg



USAASB Customer Support



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



Olympics

**Army Strong
Experience**

**Future Farmers
Convention**

**NASCAR /
NHRA**

**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), Personal Presentation Items (PPI), and Milestone Recognition Items (MRI)
 - Stock over 635 items
 - Process over 35,000 orders annually
 - Support over 6,800 customers

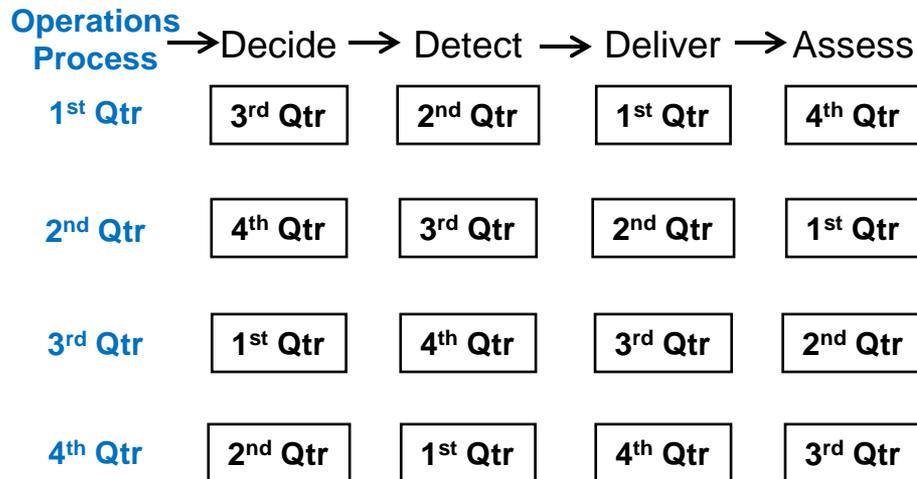


Over 165K boxes shipped annually



Accessions Targeting Board (ATB) Process

- The Accessions Campaign and Marketing Plan drive the targeting priorities.
- ATB working group uses the fires methodology from FM 6-20-10 to produce targeting plan.
- The targeting plan is presented to the USAAC CG quarterly for approval and guidance.



- Decide - Units nominate targets based upon mission analysis of the campaign plan and CG guidance
- Detect - ATB working group reviews the unit's targeting plan and assigns assets in a manner that best supports the objectives of the campaign plan
- Deliver - The targeting plan is executed
- Assess - USAAC G2 provides an assessment of the previous quarter



US Army Accessions
Mission Support
Battalion
(USAAMSB)

USAAMSB 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.

USAAMSB 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)**

USAAMSB 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



USAAMSB Organization



CMD
Group

2012 TDA	
OFF	4
W/O	1
ENL	76
CIV	19
Cont	21

Battalion
Staff

Contract
Quality
Assurance
Division

Mobile
Exhibiting
Company

National
Conventions
Division

Mobile Exhibit Vehicle (MEV)

PURPOSE 0 / 6 / 4
 REQ AUTH O/H



Mobile multimedia package that plays music, video games and your choice of DVDs to attract members of the public.

CHARACTERISTICS

- H2 HUMMER with Trailer
- Crew of 1
- Features DVD system, Xbox, 3 plasma video screens, interactive camera and an advanced audio system
- Power Supply is 110-120 volts

EMPLOYMENT

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

Required Recruiter/Cadre Support: 1

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

Interactive Semi (IS 1-4)

1 / 5 / 4
REQ AUTH O/H

INTERACTIVE



U.S. ARMY

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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

Army Adventure Semi (AS1)

ADVENTURE



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)

SPECIAL OPS



U.S. ARMY

ARMY STRONG:



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

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)

AVIATION



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

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)

PEO



U.S. ARMY

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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

Medical Operations Adventure Semi (AS5)

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 local recruiters.

CHARACTERISTICS

- 60 Ft Tractor/Trailer
- Crew of 2 (One Medical NCO/One Recruiter)
- Mobile Exhibits:
 - » MEDEVAC Helicopter Cutaway
 - » Combat Support Hospital Display
 - » Operating Room & Medical Virtual Reality
 - » Field Dental Clinic Display
 - » Combat Medic
 - » Medal of Honor Display
 - » Robotics and Future Programs

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

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 /
Latest Asset**

EMPLOYMENT

- STEM Conventions
- Colleges & Universities with STEM Programs
- High Schools

LIMITATIONS

- Required Space: 50' x 16'
- Level Hard Surface Required
- Weighs 30 Tons

Required Recruiter/Cadre Support: 4

Army Adventure Trailers (AAT 1-2)

0 / 2 / 2
REQ AUTH O/H

AAT



U.S. ARMY

ARMY STRONG:



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**

National Science Center Van (NSC)

NSC



PURPOSE

Mobile classroom for middle school audiences which emphasizes the importance of math and science to America's youth using exciting, hand-on demonstrations. Promotes Army awareness.

CHARACTERISTICS

- 60 Ft Tractor/Trailer
- Crew of 2
- Mobile Discovery Center with “hands on” scientific experiments covering subjects such as electricity, magnetism, optics, and sound.
- Non-lead generating asset.
- Two NSC Soldier/exhibitors have received the prestigious “Golden Apple Award” for excellence in education.

EMPLOYMENT

- Middle Schools
- Special Events (Boy/Girl Scouts)
- Vehicle is requested through the National Science Center

LIMITATIONS

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

Required Recruiter/Cadre Support: 1

USAAMSB National Conventions Division



PURPOSE

Deploy and conduct national level COI and lead generating events for USAREC and Cadet Command.

CHARACTERISTICS

- 4 exhibitors plus Director and NCOIC
- Variety of display equipment that may be tailored for specific venues
- 89 conventions scheduled for FY 09

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**

Truck Driving School



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
- 9 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

USAAMSB FY 11 Accomplishments

• **Mobile Exhibit Company**

- 85,662 leads collected
- 662 Accession Targeting Board (ATB) directed national events
- 2,222 ATB directed event support days
- Support to Skills USA, FFA, AAB, National Boy Scout Jamboree
- Vehicle fleet has safely traveled over 566,635 miles generating countless impressions as rolling “Bill Boards”

• **National Conventions Division**

- 35,608 leads collected
- Supported 93 conventions
- HENAAC, SKILLS USA, ALTC, FFA, AAB, Essence Music Festival

• **Production Facility**

- 34,000 square feet of banners
- 13 complete exhibits (Skills, SHRM, LULAC, DECA, ALTC, FFA, and AAB); 44 vehicle assets maintained w/ 52 work orders
- 15,450 incentive items/awards
- 957 concepts/images
- 646 display components; 3,592 prints
- 2,129 items (such as sandwich signs, static clings and miscellaneous signs) and 39 DVD replications

• **Truck Driving School** - Five classes with 22 graduates





United States Army
Marksmanship Unit
(USAMU)

USAMU Mission

The USAMU enhances the Army's recruiting effort, raises the standard of the Army's Marksmanship proficiency, and supports the Army's small arms research and development initiatives in order to raise the Army's overall combat readiness.

USAMU METL

- **Support Army Recruiting and Accessions**
- **Support the Warfighter**
- **Sustain the Force**

USAMU History

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

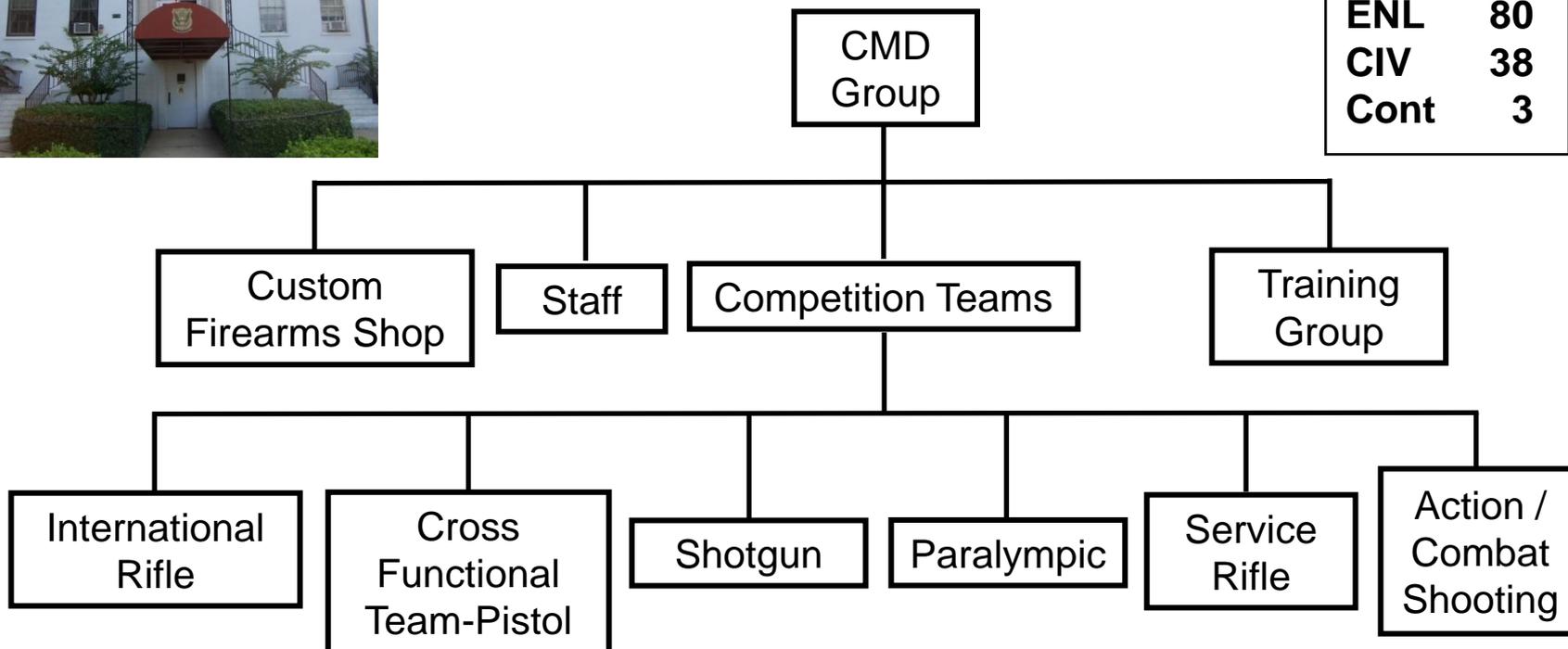
- have the best marksmen in the world as US Army Soldiers**
- be the DoD repository for small arms marksmanship
research/development**



USAMU Organization



2012 TDA	
OFF	2
W/O	0
ENL	80
CIV	38
Cont	3



USAMU has a newly authorized Training Group and Paralympic Team which will be made up of 12 wounded Soldiers each. The Training Group will serve as the lead for the USAMU in instructing the Squad Designated Marksmanship Course and the Close Quarters Marksmanship Courses conducted at Ft Benning, GA. Additionally the Training Group provides MTTs throughout the world to provide tailored marksmanship instruction at the requestor's location.

Note: Effective Date (EDATE) of TDA Change will be 3 Oct 12

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

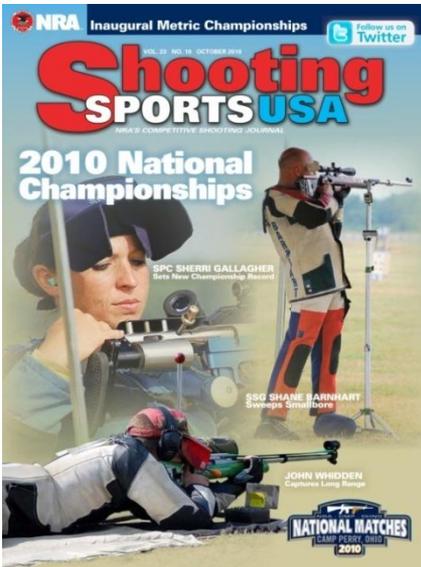
EMPLOYMENT

- 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

CHARACTERISTICS

- Six Teams
 - » International Rifle Team
 - » Cross Functional Team-Pistol
 - » Shotgun Team
 - » Paralympic Team
 - » Service Rifle Team
 - » Action / Combat Shooting Team
- Training Group
- Custom Firearms Shop

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



International Rifle 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
- 2012 Olympic Games
- International Competitions
- National Competitions
- CQM, SDM and MTTs

Cross Functional Team-Pistol



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

- Train Soldiers to improve pistol Marksmanship
- National Small Arms Firing School
- National Competitions
- International Competitions
- 2012 Olympic games
- Close Quarters Marksmanship Training
- Support Army Recruiting
- Interservice Competitions
- CQM, SDM and MTTs

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
- 2012 Olympic Games
- International Competitions
- National Competitions
- Demonstrations
- CQM, SDM and MTTs

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

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

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

- Working the FM 3-22.9 rewrite
- Assisted Drill Sergeant School in the revision of their marksmanship program
- CQM, SDM and MTTs
- National Small Arms Firing School
- Support Army Accessions
- Interservice Competitions
- National Competitions

Action / Combat 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
- CQM, SDM and MTTs

Training Group



PURPOSE

Support the warfighter through marksmanship instruction in our core classes; Close Quarters Marksmanship (CQM) and Squad Designated Marksman (SDM) as well as through Mobile Training Teams teaching tailored courses to various Army Units

CHARACTERISTICS

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

Note: Shooters are also Trained Instructors

EMPLOYMENT

- CQM, SDM and MTTs
- 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 FY11 Accomplishments

Support to Accessions

- Supported Recruiting Missions by showcasing the best of Army Soldier skills in competitions at National /World levels, and 50 various clinics across the USA training 4500 individuals of all ages.
- Hosted the 2011 NCAA rifle championships consisting of 60 competitors
- Hosted the first “ARMY STRONG Experience” event with over 600 students and COI’s
- Hosted the first Paralympics World Cup ever held in the Western hemisphere with 250 athletes.
- Supported the Small Arms Firing School at the National Matches where 950 civilians were trained in the use of the M16 and M9 service weapons.



Support to Warfighter

- Conducted Fort Benning Pistol and Rifle Championships and the All Army Small Arms Championships, 180 novice shooters out of 450 competitors participated
- Mobile Training Teams trained 4K FORSCOM, TRADOC and USASOC Soldiers in 38 locations both CONUS and OCONUS on BRM Instruction, and combined Close Quarters/Squad Designated Marksman courses in support of ARFORGEN
- Maintained a persistent, rotating presence of marksmanship trainers (28) who trained Afghan National Army Soldiers on basic rifle marksmanship.



Research and Development

- Through close coordination with MCOE Soldier Requirements Division, Small Arms Branch, this Unit directly contributed to the United States Army's decision to adopt a new capability (.300 WIN MAG/M24 upgrade) for our snipers.
- USAMU M-4 SDMR was unanimously selected by the Maneuver Battle Lab Rifleman Configuration Study with MCoE
- USAMU was able to provide the necessary data for Soldier Requirements Division (SRD) and Naval Special Warfare Group (NSWG) to make informed decisions on special projects, ensuring improved capabilities for the war fighter
- Ballistics data comparison for the M2010 sniper rifle's future ammunition improvements
- Clean ballistics lubricant testing, Carbon fiber barrel assessment and M855A1 accuracy testing
- 7.62 mm/ caliber .30 projectile performance evaluation
- .300 AAC/ 5.56 mm accuracy comparison



Competitions

- USAMU teams produced an unprecedented 200 gold, 195 silver, and 163 bronze medals in various individual international and national wins in 2011.
- USAMU earned 46 Gold, 13 Silver, and 2 Bronze Medals in various team international and national Championships illustrates the quality and depth of the teams during the 2011 season.



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

USAPT Mission

Support the U.S. Army's accession mission by conducting parachute demonstrations, tandems, national and international competitions in order to generate a greater propensity to serve in the Army. In addition, provide direct support to special mission and special operations units with personalized assistance in maintaining military free fall infiltration skills, techniques and new equipment evaluation.

USAPT METL

- Conduct Ops in Support of Army Accessions Efforts**
- Train the Best Parachutists in the World**
- Sustain the Force**
- Provide Command and Control**
- Support SMU/SOF Freefall Training**

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



CMD
Group

2012 TDA	
OFF	4
W/O	6
ENL	62
CIV	13
Cont	34

Headquarters Section
-Admin
-Supply
-Riggers
-Media Relations
-Budget
-Operations

Aviation
Section

Demonstration
Teams

Tandem
Team

Competition
Teams

Parachute Demonstration Teams



PURPOSE

Performs parachute demonstrations 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 & 2 Recruiters
 - 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 Jump Program



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

- 8 Parachutists
- Tandem Jump Categories
 - » CAT I (Nationally Recognized Figures)
 - » CAT II (Influencers at DoD & State Level)
 - » CAT III (Local VIP & Non-VIP Civilians)
 - » CAT IV (Show Site Influencers, Local Government, Government Service, and DoD)

EMPLOYMENT

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

Competition Teams



PURPOSE

Establishes and trains style, accuracy, and 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)
 - + Style and Accuracy Team 4 way (5)
 - + Style and Accuracy Team (1)
 - + Canopy Piloting (1)

EMPLOYMENT

- International Events
- National Targets
- Air Shows
- 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 Four nonstandard aircraft (2x Fokker/ 2x 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. Fielding 3x new twin otters starting FY12 to bring to fill authorization of 2x Fokkers & 3x Otters.
2. Fokker life cycle replacement is #1 USAPT long term issue / concern



FY11/CY11 USAPT Accomplishments

• Operational

- Performed over 18,990 free fall parachute jumps with an injury rate of 0.001%
- Produced over 14 Million impressions of the US Army to the American public (conservative number, it was likely closer to 30 Million, but we did not have an ROI tracker in place for 2011)
- Supported Special Operations MFF (Military Free Fall) Course, US Army Rangers, and Air Force Combat Controllers with videographers and instructors, training a total of over 125 Soldiers.
- Conducted 842 Tandem Jumps (ZERO COI Injuries) including COI's such as; Tony Stewart, Keni Thomas, Matt Hagan, Bruce Popko, Ross Perot Jr, SSG Sal Giunta, SMA Preston, Gold Star Families (Homestead and Chicago), Miami-Dade Mayors Covenant, Police Survivors, Asst Sec of the Army / Air Force for Installations (Hon Katherine Hammack and Hon Terry Yonkers)

• Competitions - 87 Gold, 27 Silver, 16 Bronze (First 8-Way World Gold since 1998)

- **2011 World Parachuting Championships, Germany:** Gold Medals in 8 Way (10 Medals)
- **US Nationals** -GOLD medals in 8 Way (10 medals) Gold medals in 10 Way (11 Medals) GOLD in 16 Way (14 Medals) Bronze in 4 Way (6 Medals)
- **CISM** - GOLD Medals in Women's 4 Way (5 Medals) 1 Gold Overall Country, Bronze Men's 4Way (5 Medals) Silver in Women's Accuracy
- **CANOPY PILOTING**- 3 State Records, FLCPA 2011 Season GOLD (7 medals) Silver (10 medals) Bronze (4 medals), Dubai Cup Silver (1 Medal), 2nd Speed, 4th Distance, 9th overall (108 Competitors from 47 Countries)



USAASB Overview Summary 2011

USAMU

- 31.2M Impressions
- 299 Training and Competitions
- 58 TSDs
- 11 ATB Events
- 16 Jr. Shooting Clinics



USAPT

- 72 Shows
- 12 TSDs
- 8 Tandem Camps
- 842 Tandem Passengers
- 18K+ Jumps Conducted
- 23 Future Soldiers
- 18 Leads
- 23.4M Impressions
- #1 at CISM in Brazil (Female 4-Way)
- #1 at World Cup in Germany (Men's 8-Way)
- #1 at US Nationals in Arizona (4-Way & 8-Way)



USAAMSB

- Executed 755 Accessions Events (662 ATB events / 93 Conventions)
 - 92 National Conventions Resulting in 35,608 Leads
 - 662 Mobile Exhibit ATB Events Resulting in:
 - 1,205 High School Visits
 - 87,801 Leads
 - 232,280 Visitors
 - 566,635 Miles Traveled
 - 3,216 Support Days
- Produced/Shipped 12,995 COI/Incentive Awards

SPECIAL OPS



QUESTIONS?