

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

US Army Accessions Support Brigade

Mission

The 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



- ***United States Army Accessions Mission Support Battalion (USAAMSB)***
 - *Conducts mobile and fixed exhibits in support of Army Accessions*
 - *Manufactures specialized marketing products*



- ***United States Army Parachute Team - Golden Knights (USAPT)***
 - *Conducts demonstration and tandem jumps to promote the Army*
 - *Competes in parachuting competitions at national and international level*
 - *Conducts military free fall training, parachuting research and development*



- ***United States Army Marksmanship Unit (USAMU)***
 - *Conducts demonstrations, exhibitions, and competitions (national / international) to promote the Army*
 - *Raises marksmanship proficiency Army-wide through a robust marksmanship training program*
 - *Supports Army small arms research and development initiatives*
 - *Improves future Soldier retention*



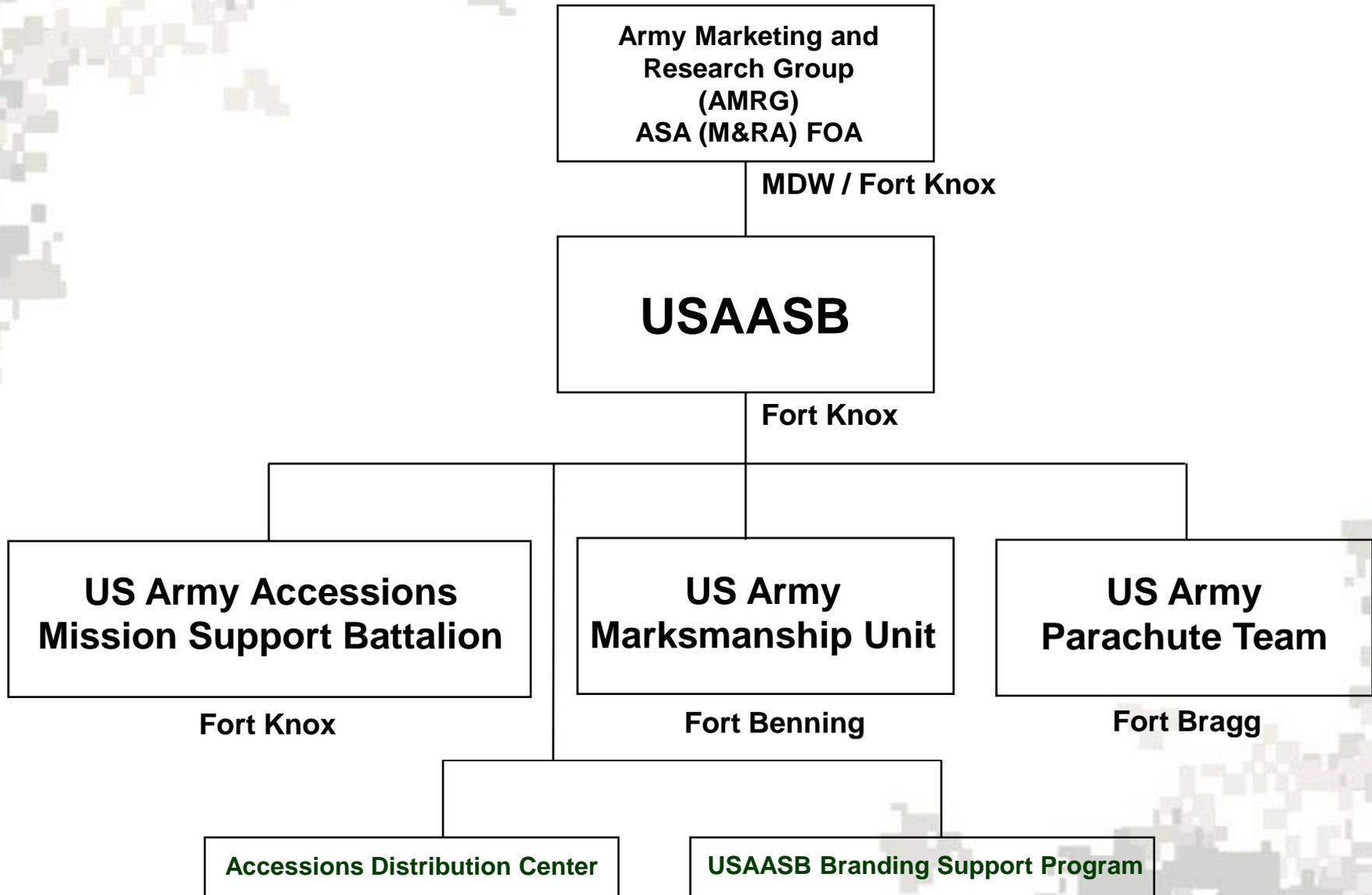
- ***Accessions Distribution Center (ADC) - Supports USAREC, USACC, and OCAR through online intranet ordering system for Recruiting Publicity Items (RPI) and Personal Presentation Items (PPI)***



- ***Branding Support Program - Produces custom products for the accessions force***



USAASB Organization



USAASB Customer Support

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



Army Strong Experience

Future Farmers Convention

Olympics

NASCAR / NHRA

Army All American Bowl

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





ARMY STRONG.™

US Army Accessions Mission Support Battalion



“Out Front for the Army”

The USAAMSB supports the US Army’s accession mission by executing professional mobile and fixed exhibits, “select” National conventions/events, and developing, producing and distributing quality marketing and incentive products to generate quality impressions and leads

Marketing

- Provide relevant assets with cutting edge technology and social networking
- Tell the Army’s Story
- Promote Army Education Leadership, Opportunities and Options
- Connect with COIs and the American Public

Competition

- Execute 700 plus events nationwide
- Over 200K visitors on mobile assets
- 76K plus target age leads towards accession missions

Development & Training

- Teach, coach and mentor event project manager and local recruiters on:
 - Proper employment of national level exhibits
 - Utilization of exhibits’ media reach-back capabilities
 - Setting the conditions for grass-roots engagements (high school, college, local leaders, etc.)



ARMY STRONG.™

US Army Marksmanship Unit

“Home of Champions”



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

Marketing

- Connect with America’s public through marksmanship demonstrations, and shooting clinics and competitions to generate positive Army impressions
- Continue to expand our outreach through active public information and relations campaign amongst America’s youth, mentors, and families about the Army, its Soldiers, and its opportunities

Competition

- Showcase unique Soldier skills by participating in key and essential national and international competitions
- Use lessons learned in competition to address combat applications

Combat Development & Training

- Support the Army’s small arms research and development initiatives
- Continued innovative competition weapons and ammunition development
- Provide expert marksmanship instructors to support the Warfighter with train-the-trainer clinics both home and abroad
- **7 Soldiers deployed in support of OEF**



ARMY STRONG.™

US Army Parachute Team “Golden Knights”



The USAPT supports the US Army’s accession mission by conducting parachute demonstrations, tandems, and national and international competitions in order to create a greater propensity to serve in the Army and to connect America’s people with America’s Army. In addition, provide direct support to special mission and special operations units with personalized assistance in maintaining military free fall infiltration skills and techniques.

Marketing

- Connect the US Army with the American public thru parachute demonstrations, direct COI engagement, broad audience influence across national media venues

Competition

- Represent America and the US Army nationally and internationally
- Achieve and maintain status as worlds most elite parachuting team

Combat Development & Training

- Test and development of new parachuting equipment and techniques
- Direct support to SOF elements for MFF training