

RECRUITER

United States Army Recruiting Command April - May 2005

Journal



Leader Zone

Production Snapshot

page 16

RECRUITER Journal

U.S. Army Recruiting Command
April-May 2005, Volume 57, Issue 4

Commanding General
Maj. Gen. Michael D. Rochelle

Public Affairs Officer
S. Douglas Smith

Editor
L. Pearl Ingram

Associate Editor
Walt Kloeppel

Cover Design
Joyce Knight

The Recruiter Journal (ISSN 0747-573X) is authorized by AR 360-1 for members of the U.S. Army. Contents of this publication are not necessarily official views of, or endorsed by, the U.S. Government, Department of Defense, Department of the Army, or the U.S. Army Recruiting Command. It is published monthly using offset printing by the Public Affairs Office, U.S. Army Recruiting Command, ATTN: RCMPO-PA, Building 1307, Third Avenue, Fort Knox, KY 40121-2726; telephone DSN 536-0167, commercial 502-626-0167, fax 502-626-0924. Printed circulation: 13,600.

Deadline for submission of material is the first of the month prior to publication.

Periodicals postage paid at Fort Knox, Ky., and at additional mailing office.

POSTMASTER - Send address changes to:
Cdr, U.S. Army Recruiting Command
ATTN: RCMPO-PA (Recruiter Journal)
1307 Third Avenue
Fort Knox, KY 40121-2726

E-mail address:

RJJournal@usarec.army.mil

Intranet address:

<http://hq.usarec.army.mil/aparjournal.htm>



Features

6 18X Recruiting

Where to prospect for potential volunteers.

9 Injured Vet Returns to Serve Again

A 1996 automobile accident injured Michael J. Donnelly so severely that it ended a nearly 20-year law enforcement career and his entitlement to wear the uniform of an Army National Guard Soldier. But, more than eight years later on January 13, 2005, the 54-year-old became Sgt. Michael Donnelly again, as he enlisted as a member of the Army Reserve.

10 Massing Resources

Increase interest and return on investment.

11 Operation Iraqi Freedom Medal of Honor

Sgt. 1st Class Paul Smith is now in the Pentagon's Hall of Heroes.

12 SMA Speaks at Pittsburgh ATC

13 NYC Hosts Tuskegee Heroes at ATC

14 PaYS, Partnering for Recruiting Success



Departments

- 2 Commanding General
- 3 Command Sergeant Major
- 4 Chaplain
- 5 The Way I See It
- 8 Pro-Talk
- 21 Safety
- 22 Field File
- 26 News Briefs
- 29 Salutes
- 32 The Test

15 Run, Forrest, Run

The child actor who played young Forrest in the movie Forrest Gump is now a Soldier.

16 Leader Zone Delivers a Production Snapshot

The Leader Zone program serves as a virtual assistant. It gives the station commander and the company leadership team, data on production status and tools to use in applying the data.



18 Chicago Auto Show

The Chicago Auto Show produced 2,610 target-age leads for the Chicago Recruiting Battalion.



Front Cover:
The Leader Zone program is the latest tool for the station commander. Back Cover design by Greg Harper.
Editor's note:
The April and May issues are combined.

19 Top Recruiters Share Their Army Stories

Though their reasons for enlisting are quite different, the 2004 Recruiters of the Year share the same passion for the Army and for helping young people find their own paths to success as Soldiers.

20 Protecting Our Children

Change was the common thread running through every segment of the USAREC Annual Leaders Training Conference, appropriately titled, "Leading the Transition: Recruiting the Future Warrior for our Army."

Still Serving, Veterans Serving Recruiting, Again

Communicating the Army story and delivering the Army message is a far more critical task today than at any other time in the history of the All-Volunteer Army. Yet, such a broad and extensive communications challenge cannot be accomplished by any one group of messengers. It will require the combined effects of “many voices.”

To achieve this effect, we have developed partnerships with three nationally recognized veterans organizations and are reviewing and revitalizing our long standing relationship with a fourth partner. We are finding “many voices” eager to speak in the local community and to serve in the vital capacity of communicating directly to the American public about America’s Army, her Soldiers, and opportunities.

Members of these highly recognized and well trusted organizations are proud of their military service and will gladly share their positive experiences with centers of influence, as well as with prospects.

Obviously, the Association of the United States Army (AUSA) has been an integral part of USAREC’s outreach. Their leadership knows the critical nature of our business, and they have offered their support at every juncture. Local chapters stand at the ready to aid and assist recruiting efforts.

The American Legion, among our oldest members in the partnership campaign, signed a renewed Memorandum of Understanding in February 2003. We discovered that the American Legion’s standing in the community provides a valuable resource in connecting with the public. With their membership making up the nation’s largest veterans organization, both the Army and the Legion enjoy a mutual benefit from partnering.

The Recruiting Command’s partnership with the Veterans of Foreign Wars was established in May 2004. The VFW’s members take pride in their work toward the preservation of a sound defense and are willing servants in the community.



Maj. Gen. Michael D. Rochelle

Our most recent veterans organization partner is the Military Officers Association of America, formerly known as The Retired Officers Association. I had the pleasure of signing the formal document with MOAA retired Vice Adm. Norbert Ryan, president, and addressing their membership in Sarasota, Fla., during March. With the MOAA membership, which includes both active duty and retired officers, strongly behind us, we form a natural partnership that can produce significant center of influence benefits, as well as referrals.

As President John F. Kennedy once said, “Geography has made us neighbors. History has made us friends. Economics has made us partners.” Both Recruiting Command and the veterans organizations recognize the value of our partnerships. More importantly, each understands the necessity of successful Army recruiting to the success of the joint team.

Organizations such as AUSA, the American Legion and the VFW are located near most recruiting stations. I have found their members and leadership eager to assist in recruiting efforts. With “One Message, Many Voices” we will deliver the Army story to parents, educators, other influencers, and prospects.

Mission Box!

Veterans Still Serving With “One Message, Many Voices”

Mission Planning

— first critical task of recruiting, revisited

This revised version of the January 2004 Recruiter Journal article is a must read for all officers and noncommissioned officers assigned to USAREC.

Effective planning and seeking the initiative are fundamental imperatives of successful recruiting. All levels of leadership, to include field recruiters, are required to perform mission-planning functions. Upon receipt of the mission, recruiters and leaders alike must develop strategies to accomplish the mission.

Mission planning is the scientific method used to develop work requirements and phase lines — controls to provide predictability and early warning (plan adjustments) to accomplish the assigned contract mission. The MP process synchronizes work plan development from field recruiters to Headquarters USAREC, where each level's plan mutually supports the next higher level's plan. This process allows leaders to proactively set the conditions for success for a given Recruiting Contract Month by considering variables such as resource availability, quality contract placement, conversion data development and Mission Accomplishment Plan construction. Paragraphs two through five of USAREC Form 816 and the Lead Source Analysis must be considered to ensure precision and directed prospecting to meet MAP requirements.

Remember the proverbial sayings, “nothing from nothing leaves nothing” and, “garbage in equals garbage out?” It would be unreasonable to think that any level of command within USAREC could achieve 50 percent or greater GSA market share, 28 percent some-college production and 30 percent return-on-investment from activities of paragraphs four and five of UF 816 without synchronization of these critical standards with MAP execution.

UR 350 series and UM 3.0 spell out the science of mission planning techniques, tactics and procedures. Additionally, USAREC G-3 is developing other training aids to assist the field in applying art (leadership) to this critical area. It is highly recommended that recruiting brigades and battalions develop additional guidelines to add clarity (art) to the planning process not necessarily covered by doctrine — Standing Operating Procedures. The SOP should provide detailed guidance down to recruiter level on standards, timelines for submission, strategy sessions and the plan approval process. It is also recommended to conduct training and routine coaching sessions on SOP requirements in order to condition the force to fully comply and apply the procedures.

At a minimum, the SOP should address the requirements and timelines for development of field recruiter monthly prospecting plans based upon recruiter's contact placement, conversion



Command Sgt. Maj. Harold Blount

data (or adjustments) and LSA; instructions for station MAP development centered on recruiter contract placement and station conversion data; CLT strategy session with station commanders to review and approve station MAP; development and approval of CLT MAP by BLT; and procedures for development and approval of battalion MAP by the brigade leadership team. In accordance with the “rule of fifty,” review plans of immediate subordinate and two levels down to ensure they are mutually supportive.

Once plans are approved, the MAP should be the main focus of daily after action reviews to maintain leadline toward mission box success at all levels. Production management systems at recruiter through brigade level must be leveraged to the maximum extent possible to ensure activity generated at station level meets or exceeds daily glide path requirements toward achieving weekly phase lines. Directed (or recruiter self-directed) prospecting using the LSA's most efficient and effective lead sources and leads from paragraphs four and five of UR 816 are critical to successful MAP execution — consistent leadline attainment. Everyone must discipline himself or herself to proactively adjust daily work requirements commensurate with daily shortfalls. All work must facilitate achieving weekly contract placement goals. The new Leader Zone is an enhancement to aid the AAR process; however, it is not a substitute for positive and engaged leadership. It is incumbent upon all to use the troubleshooting guide in UR 350-7 to address shortcomings and deficiencies (training indicators) in moving generated activity through the processing cycle. Training needs must be attended proactively to increase individuals' and teams' abilities to effectively execute each phase of the MAP.

Effective mission planning and focused AARs at each level will enhance our ability to meet mission requirements — now and in the future. I challenge everyone to perfect the application of these skills over the next 60 days. While embracing the warrior ethos — the will to dominate every market situation and by executing viable mission plans, we will not only “see first, understand first, and act first, but also finish decisively” to provide the strength for a nation at war. Good Recruiting!

Words of Encouragement

By Chaplain Lt. Col. Lyndell E. Stike

Willie Mays began his major league baseball career with only one hit in his first 26 at bats. Though he went on to hit 660 home runs (third on the all-time list) and steal more than 300 bases, his debut was so unimpressive it seemed unlikely he would last more than a few weeks as a big leaguer, let alone become one of the greatest to play the game.

The turning point for Mays occurred when his manager, Leo Durocher, found him crying in the dugout after yet another miserable performance at the plate. The coach put his arm around Mays and said, "What's the matter, son?" Mays said, "I can't hit up here. I belong in the minor leagues."

Durocher said this to Willie Mays: "As long as I'm manager of the Giants, you'll be my center fielder."

You know how the story ends. It wasn't long before Mays began hitting the ball, and he was on his way to becoming a legend of the game.

If Willie had been left alone in the dugout that day, his career might have ended before it started. Fortunately for him (and for baseball), someone believed in him even when he didn't believe in himself.

Durocher's speech wasn't "You're a disappointment. Do you know how much you're costing the team? You're on the verge of blowing your big chance!" He simply said, "I know that you can make it."

Over 22 million Americans are what Tom Rath calls "actively disengaged" with their work. What he means is that they are not only unhappy but also actively undermining their coworkers. One study estimated that negative and unhappy workers cost between \$250 and \$300 billion in lost productivity each year. It is amazing how negativity can overcome positive productive workers. It is as if someone walks into our homes, offices, or cubicles and takes \$50 right out of our wallets.

How do we reclaim or create a positive, productive, attitude? One of the most powerful management tools is *encouragement*. Now I know what you are thinking; how do I encourage someone who is not doing what is expected of them? If I stroke them won't it only reinforce their non-productive behavior? In some cases it could, however, most people who are fighting those negative demons can be pulled out of the swamp with the encouraging words of a supervisor or trusted friend.

The art of encouragement is different than praise. Praise often comes paired with a judgment or evaluation, such as "best" or "highest." When given lightly, it can become expected. Encouragement is descriptive of a person's behavior. It emphasizes specific contributions. Supervisors must find the positive in the process, activity, or attitude. It stimulates cooperation and contribution for the good of all. Encouragement focuses on the amount of effort and joy.



In order to implement the art of encouragement in our home or on the job, we must remember the following guidelines:

- **Be specific:** "You made eight appointments this week."
- **Be descriptive:** "I noticed you spent two extra hours on the phone yesterday."
- **Emphasize and value the effort expended.** "I know it was difficult missing your son's ball game."
- **Emphasize the feelings of co-workers.** "Great, you got that young man on the floor. I bet that feels super!"

It can be difficult for many in our military culture to employ the art of encouragement. They may view it as weak and coddling, however, if we are to create a positive workplace and provide meaning to the task before this command we must adapt to a changing environment and a new generation of Soldiers. May our prayer be: Lord let the positive ethos of encouragement sweep through our command and let it begin with me.

To All NCOs

We need to understand this is our USAREC, and we are the future recruiters for the United States Army.

If you have anywhere from 8-12 years in the Army and you have converted or were involuntarily converted, you have to understand and take to heart that this is our organization. Many Soldiers before us have come and gone, and we should appreciate what they accomplished. But as the world takes different turns and new challenges face us every day, we have to understand we are the future of USAREC.

As we all know, the world has changed; recruiting has changed. Our experiences today as we fight the global war on terrorism will set the standard for future recruiters. We no longer can rely on the experiences of the NCOs before us and now *must* rely on our own experiences and our peers who are in the foxholes with us every day during this time.

Recruiting is not a training issue; it is an experience issue. What we face today is losing the livelihood of a volunteer Army. We must all understand the importance of our mission today because we are the future of USAREC.

The Chief of Staff Responds

I am very much in agreement with your e-mail topic.

The future of USAREC truly does belong to the NCOs serving today. Our volunteer Army is in their hands.

It is the NCO who must lead, mentor, and coach subordinates to tell their Army story to America's youth.

Wearing Uniforms During Travel

I am concerned about USAREC's policy on the wearing of uniforms during TDY travel. In all of the instructions and training we receive on anti-terrorism, it states we should not travel in uniform so we don't stand out as a target.

Yet, USAREC insists that when we travel it must be in uniform. Can you explain why DOD states one thing and USAREC states another?



The Chief of Staff Responds

The Army is a uniformed service where discipline is judged, in part, by the manner in which a Soldier wears a prescribed uniform, as well as by the individual's personal appearance. A vital ingredient of the Army's strength and military effectiveness is the pride and self-discipline that American Soldiers bring to their service through a conservative military image.

The Commanding General Policy No. F-9 states the temporary duty travel uniform policy goal is to project a positive Army image and increase spontaneous contacts with our target market. Promoting public awareness of the Army within our country's borders and initiating conversations with travelers about the opportunities our Army has to offer are enhanced when in uniform.

I can tell you that the positive responses received by American citizens during this time of war stating "thank you for serving our country" are a reminder of why we wear the uniform. The increased security at airports since Sept. 11, 2001, makes it even safer to fly than prior to Sept. 11.

The current force protection condition in the continental United States is Alpha. There is no credible threat identified to uniformed personnel while traveling.

I appreciate your concerns and thank you for your comments.

Share Your Good Ideas With the Recruiter Journal

The Way I See It page, better known as TWISI, is a great way to share ideas throughout the command. This page provides a means of communication from the field to the headquarters and from the headquarters back to the field force.

If you would like to share ideas on ways to improve the recruiting process, clarify policies and procedures, or share initiatives, send your comments via e-mail to TWISI@usarec.army.mil. Selected TWISIs will be printed in the Recruiter Journal.

The mailing address is:
Chief of Staff
US Army Recruiting
Command
1307 Third Ave.
Fort Knox, Ky. 40121-2725

18X Recruiting: Where to Prospect for Potential SF Volunteers

By Lt. Col. Thomas Joyce, Jacksonville Battalion Commander

Special Forces Soldiers serving in Iraq and Afghanistan embody distinct core competencies. These core competencies are the building blocks or foundation of the SF Soldier. Knowing the core competencies can assist recruiters in deciphering personality attributes of potential applicants.

SF Soldier Core Competencies

SF Soldiers and prospective volunteers will naturally embody the following six core competencies. It is within these core competencies or building blocks that the 18X recruiting strategy begins to emerge.

- Thrive in complex and ambiguous situations
- Possess cognitive resilience/mental dexterity to act independently under stress
- Mentally flexible and willing to experiment/innovate in an unstructured decentralized environment
- Self-reliant team player who can function in a tightly-knit small group
- Physically fit and possess unquestionable integrity
- Able to inspire others to perform effectively under stress

These core competencies further translate into personality attributes, which can be further linked to associations, organizations and enclaves from which recruiters can locate, identify and then contract future SF soldiers into the 18X enlistment option. The three key personality attributes of potential 18X volunteers are *intelligence*, *endurance*, and *maturity*.

SF Soldier Personality Attributes

The first of the personality attributes found in potential 18X volunteers is *intelligence*. The average Special Forces NCO has 14.3 years of education. Many current SF NCOs have college degrees and most are participating in college level studies while on active duty using distance learning technologies. Prospective 18X volunteers will be self-motivated to learn and technically skilled with a personal propensity to construct, build or dissect complex structures or machines.

“Most Special Forces applicants walk in knowing what they want to do,” said Sgt. 1st Class Amanda Conley, Jacksonville Battalion Operations. “They’ve seen television commercials or other advertisements showing some of the things that SF Soldiers do, and they’re convinced that’s the type of Soldier they want to be.”

The second of personality attributes found in potential 18X volunteers is *endurance*. Future SF Soldiers will be attracted to strenuous physical activities in varying weather conditions.

Potential 18X applicants will have interests in running and biking as well as water sports like scuba diving and kayaking. Future SF Soldiers are outdoor enthusiasts and may be active in fraternal mentoring programs like scouting. Future SF Soldiers will be inclined to enjoy hunting and fishing as well participate in formal and informal team sports.

The third of the potential 18X personality traits and arguably the most important is *maturity*. Potential 18X volunteers will be able to operate effectively alone, then quickly transition to the group dynamics of a team. This is a trademark personality attribute of successful SF Soldiers.

The average age of an SF NCO is 31, with 80 percent of the Soldiers being married and most having two children. Many successful SF Soldiers were previously employed in a professional career and may have established themselves financially prior to enlisting.

Critical to this discussion of recruiting 18X volunteers is providing the recruiting leadership, at all levels, an understanding of “where” the potential Special Forces prospects will gravitate for social and athletic interactions. After the recruiting leadership understands “where” these 18X volunteers gravitate, they can then provide their recruiting force focused prospecting guidance.

Organizations, Associations and Enclaves for 18X Volunteers

The recruiting leadership needs to understand and determine locations in their areas that provide gathering points for potential 18X volunteers. Station commanders can find prospects demonstrating the first personality traits for 18X volunteers, *intelligence*, by directing prospecting to private sector employers, two- and four-year colleges, and public sector employers.

Where to Find Intelligence

The first prospecting opportunity for the recruiting leadership to find 18X volunteers resides in the advanced skills sector of private industry. In the private sector, employers with employee education requirements, coupled with lucrative salaries only after an apprenticeship, will yield opportunities for recruiters seeking 18X contract applicants. These employers of law, finance, and engineering graduates may task new employees with chores that are boring to entry-level workers. Thus, they may influence the new hires to consider other venues for their energies.



A Special Forces Soldier stands by an SF static equipment display during the Special Operations Adventure Van exhibit at the Super Bowl in Jacksonville, Fla. (Photo by Cynthia Rivers-Womack)

Also ripe with opportunity for 18X volunteers is the technology sector. The current supply of highly educated personnel exceeds market requirements, due its volatile nature and lucrative pay incentives. Employed and unemployed technology workers have become disillusioned with the highly cyclic nature of this sector, regardless of the pay, and are seeking new employment alternatives.

18X volunteers are abundant on four-year and especially on two-year college campuses. The lucrative two-year campus demographics include 60 percent of the currently enrolled student population already possessing one four-year undergraduate degree, often referred to as nontraditional students. The nontraditional students on the two-year college campus are seeking a change in their current career path and are potential 18X volunteers. Other students will simply become disenchanted with the academic lifestyle for a myriad of reasons and may also encounter financial difficulties that will lend opportunities to prospecting recruiters seeking 18X volunteers.

Low-paying public sector employers, requiring some level of college study, will also be a venue for locating potential 18X volunteers. These areas include government and academic entities where the potential 18X volunteers are not only bored with their work but disenchanted by the economic return (salary) on their college investment and are seeking better pay coupled with an exciting lifestyle.

Where to Find Endurance

Station commanders can find prospects for 18X contracts demonstrating the personality trait of *endurance* by directing prospecting to sporting forums, athletic associations and competitive clubs. A potential applicant's personal desire for a vigorous activity is a strong indication of a propensity for a candidate to volunteer for the 18X program.

Organized orienteering events and paintball competitions that attract large numbers of individual enthusiasts, as well as

teams from geographically dispersed areas, will yield qualified applicants interested in 18X opportunities. Survival and mountain-climbing associations are also worth prospecting for 18X volunteers.

Commercially sponsored races including marathons, triathlons, 10Ks, biking, and adventure races attract large numbers of endurance minded individuals with traits commensurate with Special Forces service.

Sporting leagues such as soccer, surfing, surf swimming, beach volleyball, ultimate Frisbee and the re-emergence of competitive dodgeball will also attract potential volunteers. Weekend parks and central locations where informal "pick-up" games of contact and noncontact sports are regularly convened are worth prospecting for 18X contracts.

Private sports parks offering adrenaline-producing activities such as skydiving, hang gliding or para sailing will also attract sports enthusiasts with a penchant for Special Forces training and will certainly yield prospective 18X contracts.

Where to Find Maturity

Station commanders can find prospects exhibiting maturity and potential 18X applicants by directing prospecting into expensive off-time recreational activities as well as organizations providing community service.

Expensive off-time recreational activity requires potential applicants to be financially established in their current career. These expensive hobbies are used by the potential 18X applicants as a distraction from the mundane routines inherent in their current employment.

Potential 18X candidates, albeit professionally bored, will have established themselves financially in their careers and gravitated to expensive hobbies in search of excitement. Spectator or participant hobbies such as motorcycle riding and auto racing are worthy of consideration for 18X prospecting.

Restoration of vintage cars and their venues also attract quality future SF volunteers. Other venues of interest to prospect for mature 18X volunteers are gun shows and firing ranges that attract weapon enthusiasts fond of recreational shooting.

Mature 18X candidates might also find distraction from their current employment blues by participating in local community service groups such as the Jaycees or the Rotary Club to volunteer service to their community. This service aspect of a mature individual bodes well for a potential applicant's future success on a Special Forces Operational Detachment-Alpha.

The demand for Special Forces volunteers is greater now than ever before. Furthermore, even as Special Forces NCOs re-enlist at historically high rates, recent plans to expand individual authorizations for Special Forces personnel will continue to require increased contributions from USAREC's entry level SF contract programs. As a result, station commanders will need to fully understand the personality attributes of a potential 18X applicant and know where these volunteers gravitate in order to focus prospecting efforts of their recruiters to achieve success.

Special Warfare Magazine, August 2003, was used in researching this article.

Shine Your Boots

By Sgt. First Class Michael McGee, G-3 Training Division

WHO MOVED MY CHEESE? Just when I got comfortable going anywhere and doing nearly anything in Class “B” uniform, the uniform changed to the BDU (soon to be ACU) to realign Recruiting Command with the “Operational Army.”

The uniform change is a visible part of a bigger, more complex change that directly affects every facet of our challenging recruiting mission. While there are some who resist or resent the change, most recruiters welcome and embrace the change.

As we are being exposed to many new terms and methodologies, the return to something basic to every Soldier can prove to be vitally important to our ultimate success as a command. Employing a network-centric doctrine requires us to represent the Army in our communities with pride and distinction in both actions and appearance.

In many cases, we represent the only Army in the community in which we live. It is now, more than ever before, essential that we continue to represent the Army and all that it stands for in the most positive way possible. Shine your boots.

S – Soldier first

H – Honor the Army in actions and appearance

I – Integrity in all you say and do

N – No one is more professional than I

E – Endurance – I will never quit

Y – Your actions dictate your success

O – Own your share of the mission

U – Use your uniqueness as an asset

R – Refine your skills and efforts daily

B – Balance your personal and professional duties

O – Opportunities – Most are made – not found

O – Outcome is relevant to input

T – Time Management is a misnomer – self-discipline is a more accurate term

S – Selfless Service to the Army and your community

This acronym contains nothing new for us, the professional noncommissioned officers who make up this command. Competence is our watchword and we live the Army Values. By saying this, we realize the new recruiting doctrine will not and cannot transform the command.

We, the noncommissioned officers who are in our communities, are the only ones who can affect this change. So as we go into the streets, schools, colleges and communities, ensure you embody the best the Army (past, present and future) represents.

Shine Your Boots!



Injured Vet Returns to Serve Again

Story and photo by John L. Thompson III, Houston Battalion

A 1996 automobile accident injured Michael J. Donnelly so severely that it ended a nearly 20-year law enforcement career and his entitlement to wear the uniform of an Army National Guard Soldier. But, more than eight years later on January 13, 2005, the 54-year-old became Sgt. Michael Donnelly again, as he enlisted as a member of the Army Reserve.

One of the newest members of the 302d Military Police Company in Huntsville said that it was hard work and something else that put him back in uniform.

"I started something a while back and I was bound and determined to finish 20 years in the military," Donnelly said. "Unfortunately, because of a driver who ran a stop sign, my military career ended in a split second.

"The doctor said I would never return, but I was bound and determined to get back so I got myself off the medication, went back into the gym, started to eat right and I beat the odds."

Donnelly credits part of his successful return to the Houston Recruiting Battalion, to his recruiter Staff Sgt. Warren E. Evans in Conroe, Texas; Rep. Kevin Brady, The Woodlands, Texas; and the counselors at the U.S. Military Entrance Processing Station.

But, as it is often said, behind many successful Soldiers are members of his family. Returning to the Army fold took family pride and the support and assistance of each member of the family to help make the return happen.

"I think he is going to be great at his military job," said 11-year-old daughter Casey Donnelly, "and he really looks great in his uniform 'cause he has worked out so hard. He is not quite to a six-pack (abs) yet, but he is working on it."

Older daughter, Shannon, at age 13 was a bit more philosophical, but the pride still showed through.

"I think that our country will be a bit safer knowing that one more experienced person will be in the military," Shannon said. "And that he will always be someone's hero because he will be saving lives every day."

As a military policeman, one of the most highly sought skills



Lt. Col. Roger Jones lends his signature to complete the contract for Sgt. Michael Donnelly as he watches. The 54-year-old reenters military service in the Army Reserve after self-rehabilitation from an auto accident eight years ago.

in Iraq and Afghanistan, Donnelly admits that there is a reality that he could face being deployed to either area of operation.

"It is no strange thing for my family to see me wearing a uniform so they are comfortable with it," Donnelly said. "As with anyone else, there is some nervousness on their part in case I have to deploy to Iraq or Afghanistan where I will be in harm's way. But they also understand that in everyday life on the street you are in harm's way. The traffic accident proved that."

And wearing a uniform has been a large part of Donnelly's adult life. He spent four years as a Marine, including a tour of duty during part of 1969 and 1970 in Vietnam. He began his 20-year law enforcement career under the Harris County Sheriff's Department in Texas and his prior military service includes the Texas Air Guard and the Texas Army National Guard.

The impact of that automobile in 1996 helped him chart a new course in his professional life. Donnelly studied diligently and became a paralegal working side-by-side with his wife who is a lawyer. Along with his physical self-improvement came intellectual improvement, as he is now in the first year of law school with goals of becoming a lawyer.

Regardless of the curves that life has thrown him, Donnelly maintains his respect for and dedication to what the military life offers.

"It really is a good life and I hope a lot of people will, that are not in the military, will take the time to either learn about the military or to join the military and just see how good it can be," Donnelly said. "If anybody finds themselves in a situation like mine, never give up. If you really want something you can achieve it no matter what the circumstances."

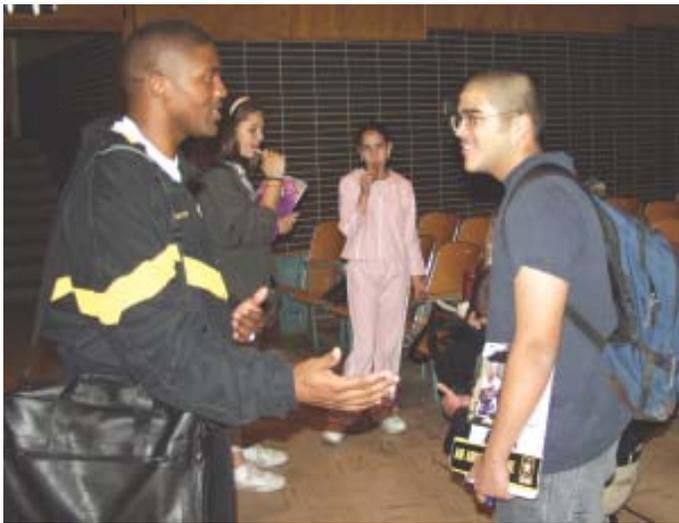
Massing **Resources** Increases Interest and **Return** on Investment

by Nancy Marquardt, Denver Battalion Public Affairs

When your recruiting station is planning an event for next quarter, consider massing resources such as flyers, media, the World Class Athlete Program, and Total Army Involvement in Recruiting program.

The Denver station did just that at Denver's George Washington High School's Nov. 10 Veterans Day military tribute. Recruiters reported a larger return on investment than they may have received using a single marketing tool.

Denver Recruiting Station's Sgt. 1st Class Richard Queen co-sponsored the event with Sgt. Kyle Davis. Sgt. 1st Class Queen and Sgt. Davis massed resources by combining a regularly scheduled table day with two added events. The duo scheduled a concert by six-piece Army rock band "High Impact" and presentations by two Soldiers from the Army World Class Athlete Program at a military tribute assembly that drew about 250 high school students to the school's auditorium.



Army World Class Athlete nationally ranked heavyweight boxer Staff Sgt. Charles Leverette shares his Army success story with a George Washington High School student at Denver Recruiting Station's Veterans Day military tribute at the school in November.

Sgt. 1st Class Queen and Sgt. Davis printed flyers advertising the event and distributed them to students and around campus days before the event.

The turnout was most impressive considering attendance was voluntary. The audience included a reporter from Denver's *Rocky Mountain News*, invited by Advertising and Public Affairs Chief Debbie Cannon. The reporter's article appeared with high visibility, netting an even greater return on investment.

The rock band is part of Army's 399th Army Band headquartered at Fort Leonard Wood, Mo.

Queen said, "The band's song list was contemporary and with a first-class sound system, the music session really appealed to the teens. Band members were totally professional, and the female lead singer was a big hit.

"All band members dressed in Army battle dress uniform — reinforcing the underlying message that the Army of One offers unlimited career and personal achievement opportunities," he added.

"We maximized resources further by adding two members of the Army's World Class Athlete Program to the event schedule, and it really paid off for us big time," Sgt. Davis said.

WCAP mid-distance runner Spc. Michael Miller and nationally ranked heavyweight boxer Staff Sgt. Charles Leverette have unique Army career histories and very personal reasons for originally joining. As they walked the school halls, the two athletes eagerly shared their stories and helped students define their own personal goals.

Miller said, "I enlisted in the Army after earning my master's degree in business administration. The Army's Student Loan Repayment Program was another incentive for me, since I owed more than \$60,000 in student loans. At the time I enlisted, the Army offered \$65,000 in repayment options. It worked out very well for me.

"The Army's World Class Athlete Program allowed me to train full-time, and prepare myself mentally and physically to compete against the best runners in the world. Although I ran for Reebok and Fila in the past, competing for the Army meant more to me," Miller added.

Leverette said, "I am an Army engineer who was lucky enough to be accepted into the WCAP. I like to spread the word to this young generation that the Army has a lot to offer, especially if you want to get that college degree and get paid while doing it."

"By talking one-on-one with students, Miller and Leverette shared how Army training and education benefits helped them maximize their own personal bests. Students seemed relaxed talking to them in the comfort zone of school — away from the formal, often intimidating surroundings of a recruiting station," Queen said,

During the band concert, both WCAP Soldiers spoke to students briefly from the stage, echoing the Army of One career and education opportunities message.

"Miller and Leverette collected lead cards they turned over to us at the end of the day. By combining a table day with a band concert and WCAP Soldiers we were able to leverage marketing assets and maximize our return on investment," Queen said.

OIF Medal of Honor Recipient Now in Hall of Heroes

By Eric W. Cramer, Army News Service

Secretary of Defense Donald Rumsfeld joined the Smith family in placing Sgt. 1st Class Paul Smith in the Pentagon's Hall of Heroes during a ceremony April 5. Rumsfeld pointed out that the World Trade Center opened 32 years ago during that week. He said it was hard to understand "... the evil that drove extremists to topple those towers and rip an ugly gash in this building (the Pentagon). But this much we do know. From our earliest days, America has had the good fortune to be blessed by volunteers who have stepped forward to defend our citizens and our way of life," Rumsfeld said. "A few of them have famous names, some undertake crucial missions in secret, and others live in gracious anonymity. But each is driven, I believe, by love of country, a devotion to duty, and the hope of leaving their loved ones and future generations a safer world."

The secretary welcomed Smith's family, and his parents who he said, "Saw their boy become a man who crossed deserts to topple tyrants."

"And now Paul joins America's most admired fraternity — those awarded the Medal of Honor for service above and beyond the call of duty." Rumsfeld said. "It is a fraternity so revered that President Harry S. Truman once confided to a Soldier he decorated: 'I'd rather have this medal than be president.'"

Also speaking at Tuesday's ceremony were Army Chief of Staff Gen. Peter Schoomaker and Secretary of the Army Francis



Harvey. The ceremony proceeded as Rumsfeld, the family and other dignitaries unveiled a portrait of Smith and a plaque for Medal of Honor recipients from the War on Terror, currently bearing only Smith's name. Birgit Smith said she was proud for

her family to receive the medal in her husband's name.

"Paul loved his country, he loved the Army, he loved his Soldiers and he loved being a Sapper. He died doing what he loved. I'm grateful the Army gave Paul the opportunity to fulfill his dream of serving his country," she said. I would like to thank all of the Soldiers who influenced Paul as he advanced through his military career. Most described him as tough, fair, and always putting the mission and his Soldiers first," Birgit Smith said. "Paul was proud of all of his troops, particularly those in 2nd Platoon, Bravo Company, 11th Engineers. He was dedicated to duty and unwilling to accept less than the best."

Birgit Smith, who was born in Germany, said her husband would be proud to know she has begun the work to become a U.S. citizen. "Because of this award, Paul's story of uncommon valor will forever be remembered," she said. "As Soldiers, I encourage you to tell your stories, because the American people and the world will better understand the sacrifices of Paul, and others like him, one Soldier's story at a time. Hoo-ah and God bless."



President George W. Bush presents the Medal of Honor (posthumously) to Sgt. 1st Class Paul R. Smith's family — (from left) daughter Jessica, 18; wife, Birgit; and son David, 11 — at the White House, Apr. 4. Photo by Staff Sgt. Reeba Critser



The receiving line at the Pittsburgh Annual Awards banquet includes Command Sgt. Maj. Peter A. Moody; Pittsburgh Battalion Commander, Lt. Col. Diane L. Martino; 1st Brigade commander, Col. James H. Comish; Sgt. Maj. of the Army Kenneth O. Preston; and USAREC Command Sgt. Major Harold Blount.

SMA Speaks at Pittsburgh ATC

Story and photo by Janet Heyl

In any given year, Sgt. Maj. of the Army Kenneth O. Preston logs more than 278,000 miles in about 300 days traveling to support the noncommissioned officer.

Saturday, March 5, was no exception.

Sgt. Maj. of the Army Preston journeyed to Chester, W.Va., to attend training seminars on recruiting revisions and to serve as the Pittsburgh Battalion's Annual Training Conference guest speaker.

"I see myself as a force provider ... to help you be a success in your mission," he said to recruiters, who spent the weekend learning the nuts and bolts of the Army's new recruiting doctrine.

During his speech, Sgt. Maj. of the Army Preston reinforced the Army's need for transformation.

"You're fighting the global war on terrorism every day," he said. "Until we get our arms around the war on terrorism, recruiting and retention are our two critical missions."

To help today's recruiters become more successful, Sgt. Maj. of the Army Preston said the Army plans to put predictability and stability back in Army life.

According to the Sergeant Major, this can be accomplished by strategically changing today's Army organizational structure.

"We have plans to grow the Army from 33 to 43 brigade combat teams by 2006." And by 2010, Sgt. Maj. of the Army Preston stated the Army will be totally transformed, predicting "the largest change in our structure since World War II."

In two words, Sgt. Maj. of the Army Preston explained the necessity behind the transformation — predictability and stability.

"We're doing this to take the pressure off those units doing back-to-back deployments," he said. "You can put predictability and stability back in Soldiers' lives by growing the Army and getting rid of those (back-to-back) deployments."

Sgt. Maj. of the Army Preston said the transformation is an initiative planned by both the Chief of Staff of the Army and the Secretary of the Army and is designed to create a positive impact on Soldiers, spouses, and their families.

"We're going to rebalance the force," he explained. "We're going to grow more of the low-density, high-demand MOSs — your MPs and truck drivers — to get rid of the back-to-back deployments and take the pressure off those Soldiers who need to rotate."

He added that future Army teams would stay together for 36 months — until the end of a life cycle. After the initial life cycle a Soldier can opt to stay for an additional three-year tour and spend six years stationed at the same location.

According to Sgt. Maj. of the Army Preston, not only does the Soldier reap the benefits — but their spouse and children gain as well.

Acknowledging most military spouses have jobs instead of careers, the Sergeant Major said he believes the new environment will foster career opportunities for spouses.

"Imagine keeping a child in the same school for six years ... especially during those years when they are gaining the academic credits to go on to college," he added.

Sgt. Maj. George Bealonis, Pittsburgh Battalion, is the father of three children and has moved them seven times. He heartily agreed with the upcoming changes, believing they are long overdue.

NYC Hosts Tuskegee Heroes at ATC

Story and photo by Christine Cuttita

Heroes attended New York City's Annual Awards banquet March 5. Capt. Thomas Tindall and Sgt. George Reed of the elite group called Tuskegee Airmen shared their experiences, their accomplishments, and their mission with historical facts and personal accounts of being a part of the team that changed the face of America's military during World War II.

"We brought something back by combating prejudice because we were determined to accomplish the mission," said Capt. Tindall. The words echoed what Command Sgt. Maj. Sergio Rivera, New York City command sergeant major, said to the audience just one day prior when he said, "We need every Soldier to perform their best."

Both the heroes on stage and Soldiers in the audience shared a common bond of accomplishing a tough Army mission successfully in a time of transformation.

For the Tuskegee Airmen, it was not just focus on the military's future but on America's future.

"The Tuskegee Airman joined the Army for a chance at social mobility, gain higher social standard, and a better way of life," said Maj. William Walker, New York City Battalion Executive Officer.

"It was a crude process at first, but their reputation, provided by recognition from white Soldiers and their superior performance of never losing a bomber they escorted, ushered the equality we see today."



Recruiters at the New York City Annual Training Conference line up to for autographs by Tuskegee Airman guest speakers, Capt. Thomas Tindall and Sgt. George Reed.

After the war was over, laws were passed to give the airmen equal benefits, such as education through the GI Bill. A video on the Tuskegee Airmen aired at the banquet. It mentioned that their greatest battle was here, at their home in America, more

than the battle overseas providing fire security to Army Air Corps bombers flying over enemy territories in Europe. Further, the narrator of the film said that the Airmen knew their success depended on America's future and felt they were the "prove it" generation.

They took anger and transformed it into determination playing to win day by day. Again, a similarity to New York City battalion's business practice of having its recruiters chant the phrase "in it to win it." That is the mentality needed to succeed in the mission, according to the leadership team who coach recruiters daily to make the Army's much needed mission.

"Because I volunteered, I deserve everything that happened to me," said Sgt. Reed, who said initially he didn't want to be there. He pursued excellence and made the most out of everything the Army offered him. Though he got a laugh out of being issued a pickax to guard aircraft on the flight line, he understood the importance of his role at Tuskegee for both the service and nation.

"You get used to being called a 'Yankee,'" said Sgt. Reed. "They were afraid we'd change things there."

The greatest moment of change that Sgt. Reed witnessed was when Eleanor Roosevelt demanded to be flown on a Tuskegee Airman flight. She enabled their success with battling America's segregation with her support in his opinion. It

showed a glimpse of the future far different from his present, where he witnessed German prisoners of war in America getting treated with more equality.

Capt. Tindall made the most of making beds and kitchen duty by sticking to his childhood dream of flying. In true pilot form, he described some of his life-risking flights with hand gestures. With one hand, he formed a plane and showed the flight path of both landing with one wing so close to the ground it had grass stains. In another story, he told the reason why he was blessed to be present and alive. That story was of his spinout crash in a B-25 after he lost an engine during flight.

"I experienced a sense of esprit de corps never experienced before becoming a Tuskegee Airman — except with family," said Cpt.

Tindall. "Now I have a family with

Tuskegee. We have each other to lean on. I wish every citizen could learn to depend and trust on one another." The recruiters of today and the military heroes of yesteryear shared the importance of family and community.



Gen. Kevin Byrnes, TRADOC commanding general, takes questions from partner representatives March 28 at the USAREC Headquarters during the Partnership for Youth Success Conference.

Partnering for Recruiting Success

Story and photo by Julia Bobick
USAREC G5, Public Affairs Division

Representatives from some of the Army's 100 Partnership for Youth Success (PaYS) partners participated in a U.S. Army Recruiting Command conference March 28-30 in Louisville to learn more about America's Army and her Soldiers, as well as program initiatives to streamline the PaYS recruiting process.

Individuals attending represented 22 PaYS partners, including Southwest Airlines, New York Police Department, Caterpillar, Walgreens, John Deere, Sears, Lockheed Martin, BellSouth, Roadway Express and the Ohio State Highway Patrol.

The PaYS program helps recruits plan for their future — after their Army service is complete — by securing post-Army employment opportunities before they even put on a uniform.

"This program provides us a great enlistment incentive, but the biggest winner is the Soldier," Gen. Kevin P. Byrnes, commander of the U.S. Army Training and Doctrine Command, said to the partners during a visit to USAREC Headquarters on Fort Knox. They get a foot in the door to a lifetime of success.

As an example, PaYS partner Southwest Airlines receives more than 450,000 résumés a year, yet they hire only about 1,000 people a year, according to Grace Ward, Southwest Airlines Senior Sourcing Specialist. The PaYS program puts Soldiers at the top of that stack of résumés. It guarantees them an interview with the company, she said.

"Parents are concerned about [their children's] life after the Army. I love to show the PaYS Web site to those influencers and say, 'Look who's partnering with the Army,'" said Lt. Col. Jeff Lee, Indianapolis Recruiting Battalion commander. "You all contribute so much by partnering with us and, in your own way, standing up and cheering on our Soldiers in the U.S. Army."

There are more than 196,000 partner company jobs aligned with both active and Reserve military occupational specialties that are available to eligible recruits during the enlistment process. Recruits who enlist with PaYS sign a statement of understanding, in which upon completion of their term of service, the Soldiers will have the opportunity to interview with the partner for a specific job at a specific location agreed upon at the time of enlistment.

"We are thrilled about the career opportunities we have to offer our Soldiers," PaYS program manager Bob Qualls said. More than 32,600 Soldiers have enlisted with the PaYS option since the program began in 2000.

During the conference, PaYS representatives received a demonstration on the program's new information exchange portal that will improve communications between the partners and their Soldiers. They also learned about the cyber recruiting station, the life cycle of a PaYS Soldier and the Web-based job submission process.

Before leaving Fort Knox, the PaYS partners also stopped at the 46th Adjutant General Reception Battalion to see where and how Soldiers process into the Army, and toured the General George S. Patton Jr. National Museum of Cavalry and Armor, both on Fort Knox.

The conference closed with a group discussion on partnership opportunities and ways that PaYS partners can support recruiting by telling the Army story in their communities.

"We've asked you for a lot of help here [during the conference]," said Maj. Gen. Michael D. Rochelle, USAREC commanding general. "But I want to thank you for the help you have given, not only to our Army, but to our Nation. The recruiting challenge we face is not just a challenge for Recruiting Command; it is a challenge for America."

PaYS partners recognize that there is something special in America's Soldiers and their service to the Nation, he said.

"I thank you for understanding that," Maj. Gen. Rochelle said.



“Run, Forrest, Run!”

By Patrice Creel, Jackson Battalion

One of the most memorable scenes in 1994’s Academy Award winning Best Picture, “Forrest Gump,” showed metal braces flying off the legs of an 8-year-old Forrest, frantically running from school bus bullies as his young girlfriend, Jenny, yelled, “Run, Forrest, run!”

Fast forward to March of 2005. Those now 19-year-old legs of Michael “Conner” Humphreys, who starred as young Forrest, are running at Fort Benning, Ga., as he begins 14 weeks of Basic and Advanced Individual Training as an infantryman.

Humphreys enlisted in November of 2004, and according to his recruiter, Staff Sgt. David Hicks of Jackson Battalion’s Corinth Mississippi recruiting station, “He was a good Future Soldier and even brought in some leads. I think he will make an outstanding Soldier with his positive attitude.”

Humphreys’ performance as young Forrest wasn’t his only contribution to the \$675 million worldwide income-producing movie, which garnered 13 Academy Award nominations and won six of them.

According to Tom Hanks, who received one of those six awards as 1994’s Best Actor, he patterned Gump’s slow and measured accent after Conner, who actually talked that way as an 8-year-old boy from Independence, Miss.

Humphreys still speaks with his Southern accent, but he has left the acting field far behind as he embarks on his three-and-a-half year enlistment. He looks forward to his first duty station in Europe, guaranteed with his enlistment.



Michael “Conner” Humphreys, who played ‘young Forrest’ in the movie *Forrest Gump*, enlisted in November. Photo by Tim Wyse, Memphis MEPS Guidance Counselor

“I won’t have to get much of a haircut at Basic because I keep it short now. But it has been down to my shoulders in the past,” Conner shared with a chuckle.

“I am looking forward to my Army experience. I hope to get in shape and learn as much as I can. I have no clue what I want to do in the future when I get out. I might even re-enlist.”

Conner’s family is supportive of his joining the Army, but “they want to see me as soon as they can after I get back from Basic.”

Conner applied to an acting school in Los Angeles, Calif., a year ago, but when he didn’t hear from them for awhile, he talked with Staff Sgt Hicks about joining the Army. He was later accepted and tried the school for a few months, but “found out it was not what I wanted to do. I tried it, but it just wasn’t my thing, so I got back in touch with Sergeant Hicks and now things are working out just fine.”

The last time Conner watched his famous ‘Forrest Gump’ movie was over two years ago, and he says he really doesn’t remember a great deal about it because he was so young when it was filmed.

Every now and then he sees people who ask him about the movie and acting, but his career path is taking a decidedly different turn with his infantry training. One similarity will probably occur, however, as his Fort Benning drill sergeant shouts, “Run, Conner, run!”

Leader Zone Delivers a Production Snapshot

By Pearl Ingram, Editor, Recruiter Journal

The Leader Zone may seem as if it is a computer program that sprang out of nowhere and landed on the computers of station commanders and company leadership teams. However, that's not the case. Not according to Master Sgt. Nicholas Harrison, functional leader for the project and 'voice of the recruiter' according to the program developers. He has been working this project for the past year and half, in fact, since his assignment to the USAREC headquarters.



"Some people think we create things in a vacuum. We just sit up here in this building and come up with it, and toss it out there," said Master Sgt. Harrison. "People think that this is an overnight process."

Master Sgt. Harrison has spent time on the road visiting with battalions and talking about Leader Zone. He's had a prototype in Phoenix and Nashville battalions. He has talked to many a user. He's conferred with the Recruiting and Retention School. He has done a fair amount of background work in order to have a system that station commanders find user friendly and 'intuitive,' his computer term for the ease of moving through the database.

Station commanders have had access to the Leader Zone since Feb. 6 and by mid-June they will see an updated version on their workstations. During the morning of April 11, Master Sgt. Harrison briefed the update to Command Sgt. Maj. Harold Blount, USAREC's top NCO.

"We have continued to ask with technology to have field recruiters, station commanders and first sergeants make mental leaps from where they were yesterday to what we want them to do today. And some of it can get a tad bit overwhelming," said Command Sgt. Maj. Blount.

He wants the station commander to stay focused on the art and science of the After Action Review, even though the Leader Zone provides a good deal of data and several tools for the station commander to use. What he doesn't want is for users to have to go several places in ARISS for the information they need to perform AARs.

"We want it to be so simple that they can move in the direction to get results," said Command Sgt. Maj. Blount. "The

data itself means nothing if it is not going toward accomplishing the mission. Then, we are wasting time."

New in the update, station commanders will have a Create a List tab. He or she can query anything in the database and put together up to five queries. In addition, the station commander will be able to review projection messages received by recruiters and see what each recruiter is getting from the MEPS on their projections. A waiver screen has been added. Both station commanders and the command leadership team can review waivers and follow the progress.

"One of my goals is to wean them away from using Excel spreadsheets and other reports that they create," said Master Sgt. Harrison, "because that causes more work."

The greatest advantage in the update will be a Weekly Production Planner. Instead of having a Mission Accomplishment Plan broken down into four-week periods, the Leader Zone will show information one week at a time. When the number of appointments is clicked, the data behind the numbers will show.

"We do something called trust but verify," said Master Sgt. Harrison. By clicking on the recruiter's number of appointments made, the station commander can now see the names behind the number and can follow the plan for progressing with each appointment.

Master Sgt. Harrison admits that the Leader Zone can't make mission for station commanders, however, he is certain it can enhance a station commander's ability to increase production for the station.

So how does the Leader Zone help? It can serve as a virtual assistant. The Leader Zone gives the station commander and



Master Sgt. Nicholas Harrison, functional leader for the Leader Zone project, works closely with station commanders and command leadership teams in learning the Leader Zone software. Photos by Joyce Knight.

company leadership team data on production status and tools to use in applying the data.

“We wanted Leader Zone to have one area that a leader could go to and be able to synchronize the different tools in order to execute an AAR,” said Master Sgt. Harrison. To do this, station

commanders and leadership teams must be able to view the plan, be able check the progress, and to be able to see the ARISS report piece – all in a real-time Web-based environment.

Sgt. First Class Scottie LeBlanc, USAREC’s station commander of the year, says he is finding that the Leader Zone is much faster than the system used to be. Prior to February, he would input information into ARISS, then replicate, and the data would show up on the recruiter’s workstation as much as two days later. Now, he says, it shows up as soon as the recruiter replicates.

“I am able to put my comments directly in on the Leader Zone. As they replicate with their systems, it will show up on their box, and it will tell them what I want them to do,” said Sgt. First Class LeBlanc.

Sgt. First Class LeBlanc uses the system every day. Five recruiters work out of the Houma, La., station and Sgt. First Class LeBlanc says he reviews each of their actions from the day before. By having actions reviewed prior to the recruiters’ arrival at work, he can perform an efficient AAR.

“The recruiter’s time is valuable to them. They need to be prospecting for new people or following up instead of sitting in here looking at me,” said Sgt. First Class LeBlanc.

Before the Leader Zone was available, Sgt. First Class LeBlanc said he was spending 20 to 30 minutes with each recruiter in an AAR session. Now, he is only spending 10 to 15 minutes per recruiter.

“It makes a big difference and adds up,” said Sgt. First Class LeBlanc. “We are in the business where time means everything. We can’t get back time. We have to use our time as well as we can.”

Reports show station commanders and the command leadership teams started immediate use of the Leader Zone commandwide. For each negative comment, there have been 50 positive comments according to the five developers who designed the software.

“Our follow-up plans are better,” said Sgt. First Class LeBlanc, “which will eventually end up in more production because the more times you talk with somebody, the better chance of them committing to an enlistment in the Army.”

Three to 400 people can now use the system concurrently. The total number of remote users has reached the 12,000 mark, which includes Army National Guard recruiters and in the future will include AMEDD recruiting. Eighteen servers with the ability to each serve 100 users run the program. The database processes 100,000 transactions per minute.

“I fully expect that follow-on iterations will double if not triple the control that they have. LZ I was the first step. It was a baby step,” said Jim Puckett, the program manager.

USAREC has worked on ARADS and ARISS since the mid-80s according to Puckett. As a contracted program developer, Puckett served with USAREC at Fort Sheridan, Ill., and made the move with the command to Fort Knox, Ky., in 1992. The Leader Zone is yet another phase to eventually take recruiting management reporting to the Web, where reports can be shared in real time.

It’s all going to be part of the command’s goal and movement toward customer relationship management,” said Puckett.



Sgt. First Class Scottie LeBlanc, USAREC station commander of the year, uses the Leader Zone to conduct an After Action Review with Sgt. Stuart Hull in Houma, La. Photo by Staff Sgt. Bryan Carr.

Chicago Auto Show

puts recruiting in gear

By Justin Ward, Public Affairs Specialist

Although no one counted, estimates ranged as high as 1.4 million people. It was, to be sure, the largest event in the Midwest during an especially cold February, but people showed up in droves anyway, ogling at concept cars and occasionally glazing over at the repetition of sleek Euro sports cars and newly polished four-wheeled vehicles.

But the main attraction at the Chicago Auto Show didn't have four wheels. It had eight. And it caught the attention of just about everyone.

"It's pretty tight," said Chicago native Dennis Royster of the Army's eight-wheel drive Stryker combat vehicle. "Protection, radar, tech, communication to protect the Soldiers — there's a lot of technology there."

The Stryker, the Army's new highly deployable wheeled armored vehicle, was just one of the assets the Chicago Recruiting Battalion's Advertising and Public Affairs shop set up to be at the Chicago Auto Show, which took place at the McCormick Place convention center in downtown Chicago Feb. 9-20.

"This is the way to do event marketing," said William Kelo, APA chief at the battalion. "In planning the Army exhibit, we tried to make it both one of the highlights of the show and a great opportunity for Army recruiting. It's a rare opportunity for recruiters to be able to talk with tens of thousands of people at a time."

And it worked. After a rigorous counting effort, the Chicago Recruiting Battalion netted 2,610 target-age leads. Six hundred ninety of those leads asked to be contacted by an Army representative, making for the most successful recruiting event for the battalion in recent history.

But the Stryker didn't draw this crowd by itself. Next to the combat vehicle were two other tactical vehicles — the Army's Multiple Exhibit Vehicle, operated by Sgt. 1st Class Ford Delibac, an exhibitor from Fort Knox, Ky., and the Mancow Mobile 1, a camouflaged Nissan Xterra, complete with ersatz missiles and armaments, owned by Chicago's No. 1 alternative rock station.

The MEV, a non-armored Army Humvee, was replete with Army branding, including several monitors looping Army commercials and a video about the Stryker and an A-frame explaining the purpose of the vehicle.



The Chicago Auto Show produced 2,610 target-age leads for the Chicago Recruiting Battalion. Photo by Amy Henson, Public Affairs Specialist, Chicago Recruiting Battalion.

The Mancow Mobile 1 — named for Mancow, the popular morning DJ on WKQX, which is simulcast throughout the Midwest — was joined on the weekends by several radio personalities who each took turns stimulating the crowd with humor, positive messages about the Army, and an occasional free T-shirt.

"Q101 was an integral part of the Army's booth," said Kelo. "With radio personalities every day, they really helped draw a crowd and keep them energized."

The giveaway of choice for the Army were personalized dog tags, which were produced at the show. Producing the dog tags while the individual waited was a successful technique to keep the target audience at the Army display long enough for our recruiters to establish some rapport and turn the lead into an appointment, Kelo said. "People love the dog tags," said Amy Henson, public affairs specialist and coordinator for the event. "With the vehicles drawing people in, Q101 energizing them, and the dog tags generating leads and appointments, this makes for one successful event."

Toward the end of the show, the recruiters allowed willing participants to do push-ups to show off their Army support and obtain an Army-branded water bottle or lanyard. The cheering crowd gathered around these "athletes" roused even more attention to the already-swamped 49- by 59-foot Army booth.

The display also drew the attention of media outlets. Many of these stations set up shop at the Army display and broadcast their telecast live in front of the Stryker. Chicago's No. 1 AM radio station, WLS radio, was also drawn to the display resulting in two extended live radio interviews with Army personnel about the Stryker and Army career opportunities.

The event exceeded the battalion's expectations, said Kelo, and made an impression on the city of Chicago that he referred to as heartwarming. "This has been a great opportunity for the Army to meet thousands of Chicagoans of all ages and tell the Army story," said Kelo.

Top recruiters share their Army stories

By Julia Bobick
USAREC G5, Public Affairs Division

Though their reasons for enlisting are quite different, the 2004 Recruiters of the Year, Sgts. 1st Class Dale Shavalier and David Morrison, share the same passion for the Army and for helping young people find their own paths to success as Soldiers.

Sgt. 1st Class Dale Shavalier, the active Army Recruiter of the Year from Raleigh Battalion, chose to enlist after high school because he wasn't sure what he wanted for his life. He also knew that becoming a Soldier would make his family — especially his grandfather, a World War II veteran — very proud.

"The fact that I get to do something I love doing, and that it is honorable, is far better than any other job in the civilian community could offer," Sgt. 1st Class Shavalier said. "To top it off, the benefits and experiences I have been able to enjoy since enlisting have made me realize that I chose the right career path."

Like many recruits in the late 1980s, Reserve Recruiter of the Year Sgt. 1st Class David Morrison of Montgomery Battalion, joined for the college money. He said the opportunity to give back to his community was the main reason he volunteered to become a recruiter in 2001.

"I give young people the same opportunities that I had to start their lives and careers, gain experience, and pay for college," said Sgt. 1st Class Morrison. Being a recruiter in his hometown is a benefit, but he said he "can talk to anyone, anywhere about the Army."

The part Sgt. 1st Class Shavalier likes most about being a recruiter is the impact he has on people.

"I really thought just being in charge of Soldiers was great, but after serving as a recruiter, I can honestly say that I have never had a job where my opinion is more valued. When even one person tells me how much they appreciate what I have helped them achieve, it makes this job worth it," said Sgt. 1st Class Shavalier.

Both recruiters agree that every

Soldier they enlist is special and they have hundreds of recruit stories to share.

One individual, however, that sticks in the mind of Sgt. 1st Class Morrison is a Soldier who enlisted a few years back. He was a top-notch high school student and "has been an inspiration to others." The Soldier, who still keeps in touch, was recently promoted to sergeant in Iraq, where he is deployed with his Reserve unit. Such recruits make Sgt. 1st Class Morrison proud to be a recruiter and help people every day.

Sgt. 1st Class Shavalier recalls the transformation of a shy, scared young lady into a confident, well-spoken Soldier.

"I received a phone call about three months after she left [for training]. She called just to tell me that she was grateful that I never gave up on her and that the best decision she ever made was believing in me as her recruiter."

In his recruiter of the year board essay, Sgt. 1st Class Shavalier said he's not an exceptional recruiter, he just believes in himself, his job, and the Army.

Within two years of being assigned to Recruiting Command, he had earned his gold badge, recruiter ring, and the Morrell award.

"Sgt. 1st Class Shavalier is a self-starting go-getter with the drive to win," said his company commander Capt. Ryan R. Foxworth. "He does not know how to quit and displays the values of the whole command."

Honesty and integrity are the keys to recruiting success, according to Sgt. 1st Class Morrison.

"These are the keys to success in anything," he said. "I tell everyone the Army story and what it has done for me,

but also I tell them the tough and hard sides of it, as well. They need to know what it means to be a Soldier."

In less than three years, Sgt. 1st Class Morrison earned both his gold badge and recruiter ring. He has his sights set on the Morrell Award and induction in the Sergeant Audie Murphy Club.

Sgt. 1st Class Morrison "lives the Warrior Ethos daily. His proactive can-do spirit and eagerness to win have been infectious to those around him," said Montgomery Battalion Command Sgt. Maj. Cory Olson.

Sgt. 1st Class Morrison and his wife of 10 years, Angie, have five children ages 3 to 12. He said that at times it is tough to balance his time between being a father and a recruiter. There are many times when his wife plays the role of mother and father.

"But my family is my life. When I am at work I am a Soldier and recruiter. When I am home, I am the greatest dad in the world — [my] kids always say — and a grateful husband. Angie is the reason I am where I am today. Her love, support, and encouragement have been my strength."

Planning quality time with family is difficult, agreed Sgt. 1st Class Shavalier, who also gives a great deal of the credit to his wife, Crystal.

"She is as much a Soldier as I am. Without her I would not have been as successful in my career as I have been."

He said constant family communication is crucial.

"My kids know about what my work day is like and why I do it. It is much easier when they understand our jobs so they can better understand why we are away much of the day.

"I enjoy being a Soldier because it's what I believe in. I want my children to have the same rights and choices that we have now. A Soldier provides that. I know of no other profession that would give me the same satisfaction."

Protecting All our Children, All the Time

By Jack Nix, Family Advocacy Program Manager

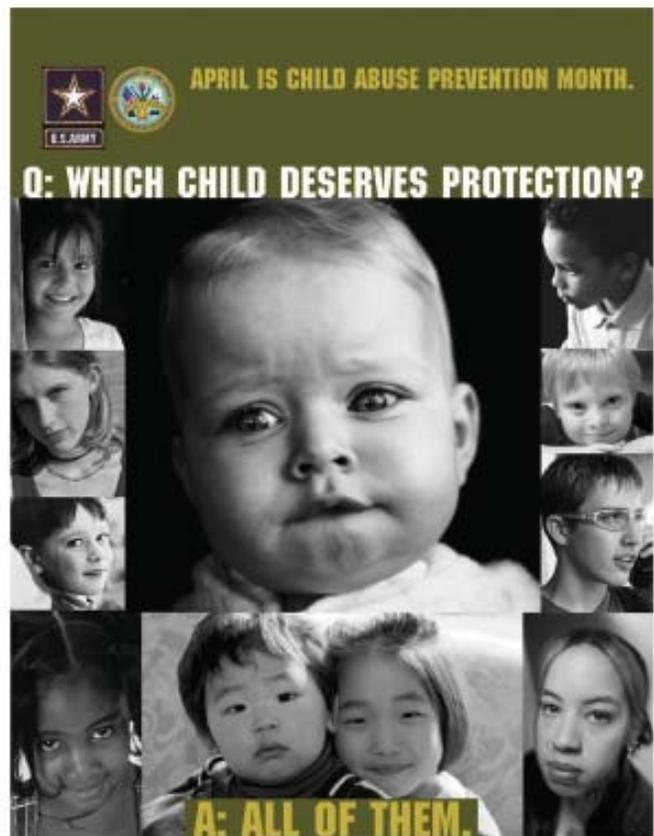
April is Child Abuse Prevention Month when we celebrate the well being of all children in our Army family. It is an opportunity to highlight the role we can play to support parents and families. This month — and throughout the year as we consider child abuse prevention — our attention is best focused on prevention efforts that create healthier environments for children and foster confident, positive parenting.

This year, the Army campaign slogan is “Protecting All our Children, All the Time.” During April 2005 and throughout the year, join together in protecting all of our children all of the time.

We must protect our children’s right to live in a safe, permanent, and caring family. When a child abuse tragedy is reported in the media, neighbors often say that they thought something was wrong, yet too often no reports of known or suspected abuse were made to the police or local child protective services agency. By acknowledging and reporting child abuse, we can protect all of our children all of the time.

The goal of child abuse prevention is simple — to stop child abuse and neglect from happening in the first place, sparing children and families emotional and physical trauma and decreasing the need for costly intervention and treatment services.

Prevention efforts build on family strengths. Through prevention activities such as parent education, home visitation, and parent support groups, many families are able to find the support they need to stay together and care for their children in their homes and communities. Prevention efforts help parents develop their parenting skills, understand the benefits of nonviolent discipline techniques, and understand and meet their child’s emotional, physical, and developmental needs. Prevention programs also can help parents identify other needs they may have and offer assistance in getting that additional support.



Every member of the USAREC community needs to understand that any form of child abuse goes against Army values and undermines our desire to protect our children. Each of us has the responsibility for protecting our children. If you see child abuse, report it. Encourage parents and families to participate in education programs designed to enhance their family relationships.

The Army Family Advocacy Program (FAP) is established to prevent spouse and child abuse, to protect those who are victims of abuse, to treat those affected by abuse, and to ensure personnel are professionally trained to intervene in abuse cases. The FAP is designed to break the cycle of abuse by identifying it as early as possible and providing treatment for affected family members. Reporting child abuse is the first step in protecting children and breaking the cycle of abuse.

Contact your brigade Family Advocacy Program coordinator for additional information about child abuse, prevention education, or how to report an incident.

Motorcycle Accidents Mounting

By Selina Jeanise, Public Affairs Officer,
Bliss Army Health Center, Fort Huachuca, Ariz.

Last year, 22 Soldiers Army-wide lost their lives to motorcycle accidents. So far this fiscal year, 19 Soldiers have died in motorcycle accidents.

This trend is alarming, and the bottom line is that lives can be saved by practicing good motorcycle safety.

Nationally, motorcycle accident-related deaths have risen as well. In 1997, records show 2,116 people died as a result of motorcycle accidents, and by 2003, the number had climbed to 3,592 people, according to the National Highway Safety Association.

The most significant factor appears to be the non-use of helmets. In 2003, 52 percent of those who died were not wearing a helmet, and two-thirds of motorcycle fatalities for 2003 were in states that do not have helmet laws.

The group most often killed while riding a motorcycle are those 20-29 years old, while the second group most likely to die on a motorcycle are those 40 and older. The latter group has also been on the rise, growing from 21 percent in 1993 to 46 percent of motorcycle-related deaths in 2003.

While the 40 and older group may be buying and using motorcycles more, other contributing factors are changes due to aging, such as poorer vision and reduced reaction time.

Another significant contributor to motorcycle fatalities is driving under the influence. Forty percent of fatalities in 2003 tested positive for blood-alcohol content, with 32 percent of fatalities tested at .08 BAC or higher.

Surprisingly, the older motorcycle operators (ages 40 and older) were the group with the majority of positive BAC, and the second highest for positive BAC, were the folks aged 30-39.

Other important national statistics:

- 25 percent of the fatalities were driving motorcycles with an invalid license.
- In the younger group, it appears safety and helmet use is a higher risk factor, while the older operator fatalities involve alcohol use more frequently.
- About half of motorcycle fatalities are single-vehicle accidents.
- More fatalities occur on rural roads and undivided highways.
- There is an increase in fatalities involving larger motorcycles and stronger, faster engines.



Photo by
Walt
Kloepfel

Summertime riders can get additional protection by using a mesh jacket with protective padding, and still remaining cool.

What does this mean to the Army community?

Everything.

According to a message sent by the Pentagon in January, commanders must thoroughly understand and continue to enforce motorcycle safety requirements.

In states that don't have motorcycle helmet laws,

such as Kentucky, many Soldiers seem to believe they are not required to wear a helmet. Not so.

Here is a quick overview of Army safety requirements to operate a motorcycle:

- Operators must receive training from the Motorcycle Safety Foundation or training based on an MSF state-approved class that must include hands-on, performance, and knowledge-based training.
- Successful completion of this required training is mandatory for all Soldiers operating a motorcycle, on or off post, on or off duty, regardless of whether the motorcycle is registered on post. Soldiers must possess an MSF training card while operating a motorcycle.
- Soldiers are required to wear a helmet while operating a motorcycle on or off post, on or off duty, regardless of permanent or transitory status. This also applies to National Guard and Reserve Component Soldiers when in a duty status.
- Soldiers must wear specific protective equipment that is Department of Transportation-approved and includes the following: certified helmet, shatter-proof goggles or face shield (attached to helmet), sturdy over-the-ankle footwear, long-sleeved shirt or jacket, long trousers, full-fingered gloves designed for motorcycle use, brightly colored upper garment during the day and reflective garment at night. Upper garments should never be covered by backpacks.
- Reflective belts are to be worn diagonally, across the torso.
- Operators must ensure their passengers comply with personal protective equipment.

By following safety guidelines and requirements, you can significantly reduce the risk of fatalities. Get the right training, wear the right protective gear, always wear an approved helmet, and never operate any motor vehicle or motorcycle under the influence of alcohol or drugs.

Lawyer to Become Artillery Officer

Story and photo by Terri L. Jenkins,
Salt Lake City Battalion

What would make a 32-year-old lawyer walk away from a booming practice to join the United States Army? Just ask Dana E. Cook of Las Vegas, Nev.

“Honestly, I just want to serve my country,” said Cook. “It is nothing in particular, I just think it is the right thing for me to do.”

Cook graduated from Rogers High School at Puyallup, Wash., in 1991 and earned his BA degree from Central Washington University where he majored in political science. He earned a law degree from the Thomas M. Cooley Law School in Lansing, Mich. Prior to passing the bar exam in 2000, Cook interned at and then was hired by an established Las Vegas law firm. For the past two years, he has had his own private practice.

Cook admits there are benefits to joining the Army.

“They gave me the student loan repayment which is really a big thing,” said Cook. “But they could have gotten me for a lot cheaper!”

Cook, who is married and has a 12-year-old daughter, knew that joining the Army would have to be a family decision.

“I got my wife, Blanca, to come with me to talk to the recruiter,” Cook said. “She lives here, her friends are here, and I thought if this was going to happen, she has to be on board with it.”

Staff Sgt. Anthony B. Harmon, of the Las Vegas Recruiting Company, was Cook’s recruiter.

“Sergeant Harmon has been great. He has been really good with my wife,” said Cook. “Most of the questions have come from my wife. All the stuff I don’t think about, like life insurance and different things that just don’t come to my mind. He took time to answer all those questions.”

One concern Cook’s wife had was the considerable pay cut he would be taking once he enlisted.

“I will take a hit but in a way it still works out,” said Cook. “The Army gives you health care so you aren’t paying for that. You get housing. And you get uniforms, so I won’t be buying suits and ties. Really when it comes down to it, I’ll take a pay cut but it is worth it to me.”

Cook said his daughter has adjusted to the idea of being a military family.

“When we first mentioned it, she cried a little. She was upset about leaving friends and school. But by the next morning, my daughter was OK with it.”

Cook said his parents also support his decision to enlist.

“When I first told my mom, she kind of panicked because of



Staff Sgt. Anthony B. Harmon discusses opportunity with Dana E. Cook, a Las Vegas attorney who joined the Army to become an artillery officer.

Iraq and Afghanistan and the war,” he said. “But she knew I wanted to serve so she is coming around now.”

There is a history of military service in Cook’s family.

“My dad is a veteran also. He was in Korea with the Navy and was with the Inchon invasion,” said Cook. “My grandfather was in the Army; my dad’s uncle was in the Army in World War I.”

Cook also talked to his niece about Army enlistment.

“She is going to graduate in June, so I called Sergeant Harmon and asked him if he could see her. He did, and she has now joined and is going to be an MP.”

Although his family has a military background, that was not the reason Cook decided to join the Army.

“I needed to do this for myself. I love the United States so I wanted to serve. And I wanted to be combat.”

Cook selected artillery for his Army career field and will attend Advance Individual Training at Fort Sill, Okla.

“One of the people I admire historically is Alexander Hamilton,” said Cook, “and he was an artillery officer, so I thought artillery would be good.”

Cook said he gets mixed reactions from people when they find out he enlisted in the Army.

“Some people think it is a good thing I am doing and other people think I am nuts because I am not doing JAG,” he said.

Cook said he sees nothing wrong with a lawyer going into a combat role. To him it is logical.

“To be honest, without [the military] there would be no practicing law,” Cook said. “Law is for civilized society and if we are not protected from foreign invaders, there is no point in the law.”

A Chip off the 'OI Meteorite

Story and photo by John L. Thompson III, Houston Battalion

He reached for goals that led to flying amongst the stars, and the one he nurtured as a child is now defining what her goals will be. The first steps of a 19-year-old woman to build her life and start a possible career forged a closer bond between her and her retired U.S. Astronaut father. The first small step is for her to enter the Army.

Kelly D. Wetherbee enlisted recently to train as an Army psychological operations specialist. For the Lutheran South Academy of Houston graduate, choosing the right service and the right job was something that not only required research, but also enlisting the help of someone with "The Right Stuff."

Retired Navy Capt. James D. Wetherbee proved he definitely has what it takes as a space explorer by recording six flights aboard the mainstay of the space program, the space shuttle. His first flight was in the role of pilot, and in the next five missions, he led groups of space trekkers as mission commander. At 52, the senior Wetherbee has recently retired after holding many positions connected with NASA to include a five-year stint as Deputy Director of the Johnson Space Center. The proud dad said he accompanied his daughter to act as a sounding board.

"I came with her not to make the decision for her, but to help her if she had any questions and just to be there with her when she spoke with the recruiter," Wetherbee said. "We went through the different branches and the Army impressed her, and she seemed to like the Army best of all. The biggest reason was they guaranteed the job skill she wanted."

As a psychological operations specialist, Kelly will likely find her first duty location as Fort Bragg, N.C., often referred to as the "Home of the Airborne." She, like many others, will train as a paratrooper during her initial round of training. This aspect of military life has Kelly excited, while her Dad is taking it all in stride.

"She has some of me in her," said the distinguished pilot with 345 aircraft carrier landings under his belt. "She can control vehicles very well. She is very disciplined about doing things correctly when there is more risk involved.

"So I have no doubt that she will be fine in an airborne unit and jumping out of airplanes. The biggest thing is her motivation and that she is interested in such a thing. So, I support anything our daughters want to do as long as they really want to do it for themselves and not for any desires their parents may have."

To help her survive the future rigors of airborne training and the Army, Kelly is no where near being classified as a couch potato. Over the years, she has been involved with scouting and has been camping and rock climbing. She also was heavily involved with school sports such as lacrosse, basketball, track, and volleyball.

Part of all psychological operations efforts requires intelligence, creativity and the understanding of a host nation's sensitivities and values. Kelly not only put in time with physical pursuits, but enjoyed the challenge of learning opportunities such as engaging in the Houston Area Model United Nations for three years.

"I liked it because it helped you keep up on current events," Kelly said. "And I got to debate with other students.

"Each team got a certain number of countries and we had to pick one out of the seven or so countries that you had. I chose a country and had to act as a leader of that country and

represent their interests."

By keeping abreast of current events, research into the values of a country, and other valuable information, psychological operation Soldiers use information to encourage residents of a nation take an action or consider changing opinions through the use of information and facts.

As for what she would say to others considering military service, Kelly said there are many reasons she chose to serve.

"I think it is a great opportunity all around," Kelly said. "You get to support your country and get to learn about other countries and how they work. You get to travel and you get training in areas that you can't get in schools, and you can't get out of books."

"I am excited for her," James said. "It is going to be a little bit challenging for her, but I am sure she is up to it. I think she will excel and I know it will be great for her.

"I am obviously proud of her. I am also happy for our country that our country and the U.S. Army is getting someone like Kelly."



Enlistee Kelly D. Wetherbee and her dad, retired Capt. James D. Wetherbee, Navy pilot and NASA astronaut, share a moment in front of a banner touting her career path as a Soldier.

Bangladesh Engineer is Now Station Commander

Story and photos by Emily Gockley
New York City Battalion

Sgt. 1st Class Mohammed A. Hoque recently became the station commander of the Flushing Recruiting Station. “He is one of my best station commanders,” said Queens Company Commander, Capt. Marc Gilbertson.

Sgt. 1st Class Hoque came to the United States from Bangladesh in 1991. He studied mechanical engineering in Bangladesh. “When I was looking for a job in the United States, I found out it was very hard to have a good job without having an education from a U.S. school and being certified as a mechanical engineer,” said Sgt. 1st Class Hoque. “I started in Brooklyn College while working part-time in a video store to pay for my education and other expenses, such as taking care my family in Bangladesh.”

“In July 1991, I ran into a U.S. Army recruiter named Staff Sgt. Eddie Howard from the Flatbush Recruiting Station by Brooklyn College. He told me to stop by his recruiting station and to check out opportunities in the U.S. Army,” said Sgt. 1st Class Hoque. The recruiter showed him he could take care of his family, get an education and still have a full-time job with benefits and a lot of opportunities.

His mother in Bangladesh and relatives in the U.S. told him not to enlist in the Army. He was the only person in his family at that time earning a paycheck. He had to make the hard choice and join the U.S. Army as a Personnel Administrative Specialist (75B) on July 14, 1991.

He got married on February 11, 1997, and later transferred to USAREC and worked as the personnel sergeant in the New England Recruiting Battalion.

“I was challenged by Command Sergeant Maj. Villagas Diaz in New England Battalion and volunteered for the recruiting duty. I signed in New York City Recruiting Battalion in May 30, 2001,” said Sgt. 1st Class Hoque. He worked as a recruiter and as an assistant station commander in Richmond Hill Recruiting Station until June 2004. He wanted a position with greater responsibility so he could move up the ranks. His senior NCOs suggested he convert to a 79R if he wanted to stay in USAREC.

After converting, he became a station commander. “I like the challenge and I always have a positive attitude. My current goal is to become a first sergeant,” said Sgt. 1st Class Hoque.

His wife, daughter, son, and, mother are very supportive of him and take care of him.

His future goals include winning the Morrell Award, to finish his Masters Degree in Human Resource Management and of course, to become a command sergeant major in the Army.



Sgt. 1st Class Mohammed A. Hoque, station commander of the Flushing Recruiting Station, tells a prospect about the benefits of joining.

Quick Reaction by “Army Angels” Saves Life

2d Brigade APA

A central Florida man in a recent e-mail message to a local television reporter described the people who might have saved his life as ‘Army Angels.’

Bob French of Orlando was riding his motorcycle near a shopping mall when he was involved in a wreck in front of the Orlando Healthcare Recruiting Station. The collision with a car severely injured his right leg.

He described what happened, “On February 9th, 2005, at around 12:30 p.m., I was involved in a motorcycle/car accident on McGuire Road just adjacent

to Fashion Square Mall. Me being on the motorcycle. The accident resulted in my right leg being severed just below the knee. I never lost consciousness throughout the ordeal. I tried to stand up right after the accident and saw that my right foot was gone. I laid back down and almost immediately two “Army Angels” were onsite. One was a Capt. Groff and the other was a Maj. Stella. Capt. Groff got my attention away from my leg and Maj. Stella, being a nurse, immediately began to stop the bleeding. Without their immediate attention I could have easily died from loss of blood in a very few minutes due to the artery being severed.”

French’s bad fortune was followed by several strokes of good luck. One stroke of good luck was his wreck happened within yards of an Army Healthcare Recruiting Station. Another stroke of luck

was more people were on-site that day because of an inspection.

The Army Medical Recruiting Battalion commander and command sergeant major were inspecting the Orlando Healthcare Recruiting Station when they decided to take a midday break. Two recruiters undergoing the inspection, Sgt. 1st Class Michael Smart, Florida Team NCOIC, and Sgt. 1st Class James Shelton, Orlando Healthcare station commander, left the station to stretch their legs with a short walk. That’s when the wreck happened in front of the station.

The two Soldiers took charge of the situation without hesitation. Sgt. 1st Class Smart called 911. Sgt. 1st Class Shelton got Maj. Carmen Stella, Florida Team Commander and an Army Nurse Corps Officer, and Capt. Robert Groff, officer recruiter, to provide immediate

assistance to two people who appeared to be seriously injured in the wreck.

Sgt. 1st Class Shelton redirected traffic at the intersection busy with noontime traffic. Maj. Stella, Capt. Groff and Sgt. 1st Class Smart then tended to the two individuals injured in the accident.

The collision left French with a compound fracture to his leg and a severed foot. Maj. Stella helped to control blood flow until an EMT team arrived. The other person involved in the wreck appeared to be in shock and was placed into a prone position on the ground next to her vehicle.

The Orlando police officers and EMTs who responded to the wreck expressed their gratitude to the Army Healthcare recruiter team for their quick and unflap-

pable response.

The decisive reaction by the Soldiers enabled emergency medical personnel to save French's right foot. He is expected to achieve a full recovery and use of his right leg after physical therapy.

French told Channel 9 news in his e-mail asking recognition for the Soldiers who responded to help him, "To have such a serious accident and to have those 'Army Angels' be on the scene so quickly definitely saved my life. Had they not been there, I most certainly would have lost a serious amount of blood before the paramedics arrived. By the time OPD Sgt. Coleman arrived on the scene, Maj. Stella already had the bleeding under control."

LTC Lorraine Breen, 2nd Army

Medical Recruiting Battalion commander, described what happened as "when a normal day turned into a remarkable day.

"This is an example of the quality of the Soldiers and healthcare providers that we have in and who are recruiting for our Army," Lt. Col. Breen said. "Not only are they recruiters but they are trained Soldiers who drew on the training that they have received as Soldiers when called to do so. These Soldiers demonstrated the Army values in their actions and in so doing made what seemed to be just another day a truly remarkable day for those lives they touched."

"The immediate action taken by these folks goes above and beyond their normal call of duty," French said.

Civilian Recruiter Enlists Son

Story and Photo by Chris Wilson, Oklahoma City Battalion

Jeffery Sargent tried to ignore the biting cold as he made adjustments to the belt press squeezing water from lake mud. Maintaining the machinery is hard, often miserable work, but Sargent knew he had something more waiting with the U.S. Army. The 19-year-old Kingfisher High School, Okla. graduate was ready to start a new path in life and luckily his father, Stephen Sargent, was his Army recruiter.

"He wanted to try his hand at the civilian world first," explains Stephen Sargent. "He tried working for a while, then he came to me and said 'I'm ready to go.'"

The younger Sargent worked a variety of jobs including a project to dredge Lake Stanley Draper near Oklahoma City, where he de-watered mud. He started to consider the benefits of an Army career.

"It was an on-going thing in my mind," Jeffery Sargent explained. "I thought about having to work hard for the rest of my life and taking an opportunity to have something better."

He explained that he was interested in the college money and training opportunities offered by the Army.

"I thought it gave me an opportunity for a better life," Jeffery Sargent said. "You have to work so why not get good pay and an education?"

It took time for Jeffery to decide, but Stephen Sargent let his son try jobs and consider opportunities.

"I wanted him to come to me," the elder Sargent explained.

Still, the retired National Guardsman and civilian contract recruiter with the Oklahoma City Army Recruiting Battalion had opportunities to answer questions and discuss programs.

"I didn't have to give him the sales pitch," Stephen Sargent explained. "Some of his friends sat down with me to talk about the Army, so he got to hear a lot of the benefits."

It was just past midnight one Sunday when Jeffery Sargent finally told his father he wanted to join.

"He came into the office on Monday and went to MEPS on Tuesday," Stephen Sargent told. "It's easy to build a packet for your own son because you know all his source documents and addresses."

A packet is a collection of information used when individuals join the Army. Jeffery Sargent enlisted as a Motor Transport Operator with an option of airborne training.

"I'll jump out of airplanes and drive trucks," he said with a wide smile.

Jeffery Sargent left for basic training on Feb. 10. He will train at Fort Benning, Ga., the same place his father received basic training. Both Sargents were excited about Jeffery's future career with the Army.

"It sure hit home when I watched him swear in," Stephen Sargent said. "I'm awful proud of his decision and his choices.

"I think the Army is going to continue teaching him values for his life. The kind of values a parent can't always teach on their own."



Jeffery Sargent gets processed by his recruiter father, Stephen.

Family member accounts and FRG support available now

Did you know that family members can be sponsored for AKO accounts? AKO already has more than 100,000 family member accounts, and encourages every family member to take advantage of all that AKO has to offer. When your family members sign up for AKO accounts, they automatically receive:

- Secure e-mail access with 50 MB storage
- Secure IM and Chat
- Secure online storage for files and photos (50 MB)

Using standard AKO features, you can publicize events on an online calendar, sponsor discussions, and e-mail all members of the FRG. To create an online FRG today, download the Virtual Team Guide. Go to <http://www.us.army.mil>.

Army tests 3-year Reserve enlistment option in Northeast

The Army is testing a new three-year Reserve enlistment option in the Northeastern United States. Recruits who enlist for this option will serve three years in a Selected Reserve Troop Program Unit (TPU) and the remainder of their eight-year military service obligation in the Individual Ready Reserve (IRR). Previously, new recruits had to commit to serving six years in a Selected Reserve TPU and two years in the IRR to be eligible for enlistment incentives.

Recruits may be eligible for an enlistment bonus of up to \$10,000, depending on the Reserve unit vacancy and how quickly the individual can report to training. The Reserve

Student Loan Repayment Program is also available to eligible recruits who choose the three-year enlistment option. Eligible recruits can receive \$500 or 15 percent repayment on the outstanding balance of qualifying student loans (whichever is greater) for each year in the TPU.

Army enlistment process online

USAREC has implemented the Army Career Explorer, an online tool that allows applicants who are hesitant about visiting a recruiter in person to begin the process to become a Soldier from their homes.

Army Career Explorer is the logical next step in Army recruiting's use of the Internet. Army Recruiting Command originally developed www.goarmy.com as an information Web site, and over the years has expanded its informational offerings to include video segments and live online chat with cyber recruiters. Army Career Explorer takes the next step, allowing a prospect to not only gather information, but also to begin the actual process of enlisting.

The Army Career Explorer helps applicants become more familiar with the Army and the jobs for which they may qualify. They can watch job videos and also ask questions about the Army and the enlistment process. Applicants create an account to access the tool on the Army's [goarmy.com](http://www.goarmy.com) Web site.

In Army Career Explorer, applicants begin filling out their enlistment paperwork. They can take as much time as necessary and will be able to enter and exit the program as often as desired before submitting information.

If an applicant is having problems completing the information at any time during the process, they may call a local recruiter.

Final run spoils strong effort for Nemechek, U.S. Army Team

When Joe Nemechek made his final pit stop with 43 laps remaining in UAW-Daimler Chrysler 400, he was in third place with an excellent opportunity to challenge for the win.

But a pit road miscue coupled with an unexplained tight-handling racecar in the closing laps at Las Vegas Motor Speedway, dropped the U.S. Army driver to a 19th-place finish.

"I went from having a shot at winning to almost being lapped," said Nemechek. "This is really disappointing. The U.S. Army Chevy was great until that last run. The car got so tight — it was a handful to drive. I don't know what happened."

Crew chief Ryan Pemberton was equally perplexed about the car's handling at the end of the race.

"When Joe came in for the last stop he had one of the fastest cars on the track," said Pemberton. "We didn't make any adjustments — took four tires and fuel. Something went amiss and we could not immediately identify any problem after the race. We'll go over everything at the shop this week to see what went wrong."

When Nemechek left the pits on the final stop he went from third to 13th in track position. However, he, along with the entire Army of One team, felt there was enough time to get back to the front.

"There was still plenty of racing left to get to the front, but this time — for no explained reason — the car got awfully tight," said Nemechek. "It really hurts when you have one of the best cars for the majority of the day and then end up 19th."

SGLI shortfall

The Servicemember's Group Life Insurance Program was expanded in November 2001, to include coverage of spouses and children. This life insurance is automatic unless a servicemember goes to their personnel records branch and affirmatively declines coverage by executing a SGLV Form 8286.

Failure to decline coverage results in DFAS automatically deducting the appropriate monthly premium for the maximum coverage. The premium deduction is based upon each service member's entry in the DEERS system.

A major shortfall experienced by military members married to military members is the failure for each military member to enter the other in DEERS as a "spouse" since they are not "dependents." Failure to enter the military member as a spouse results in the system not deducting premiums for the servicemember's spouse since the DEERS information does not recognize that the servicemember has a spouse.

Therefore, the non deducted premiums become a debt to the government by the respective military member. The debt could be doubled if both military members failed to enter the other as a spouse in DEERS. The debt can be substantial as the "spouse's" premium is not a flat rate but calculated to the spouse's age.

Where a servicemember dies without paying the appropriate premiums, the Office of Servicemember's Group Life Insurance will pay the insurance proceeds minus the premiums that should have been paid.

Should they not desire SGLI coverage, then affirmative action is needed by filing a SGLV 8286 denial of coverage.

Customer Relationship Management test program

The CRM program is comprised of two stand-alone cells that will provide lead refinement (Lead Refinement Center—LRC) and Future Soldier Training Program management assistance for recruiters (Future Soldier center—FSC). The support is transparent to recruiters and all support will be provided from the USAREC Headquarters.

Over time, the Cyber Recruiting Center will also be integrated into the process, providing virtual lead generation for recruiters. Some planned elements of CRM will be phased in over the duration of the test.

The CRM program was endorsed by the command in November 2004.

Lead Refinement

The test program is intended to reduce the number of non-contacted ADHQ leads sent to recruiters, thus reducing their workload. The overall total number of ADHQ leads sent forward will decrease, however they will be quality/propensed leads. The only ADHQ leads sent forward will be those that have been contacted and pre-screened at the headquarters by the Lead Refinement Center. Recruiters in the affected test battalions will notice an immediate reduction in the number of ADHQ leads they receive in their system. The success of converting those leads into contracts lies with the recruiters and their ability to act on them immediately. An automated customer service record with all pertinent contact history will also be provided via ARISS to recruiters for the refined leads. The test battalions are Baltimore, Raleigh, Great Lakes, Dallas and Sacramento. Five additional battalions, to be

determined, will be added during May.

Future Soldier Management

The test program is intended to provide additional contact points for Future Soldiers and their families (influencers) meeting market expectations, sustaining motivation and supporting retention. The futuresoldiers.com Website will be the vehicle for Future Soldiers and their families to chat, e-mail questions and receive real time information about the Army.

In the latter part of the test, Future Soldier Center personnel will have access to the same automated customer service record mentioned above, enabling a customer-oriented conversation. The contact history will be maintained and the recruiter will have access to this information at all times. If a potential loss is identified by FSC personnel, from information provided in the chat or email, the recruiter will be contacted by telephone immediately.

The test program will launch in third quarter, with April as the month of implementation. Data will be gathered and measured starting on May 1 and will last for 90 days, ending Aug. 1. The test was implemented for five specific battalions for lead refinement and five specific battalions for Future Soldier management on Apr. 1. An additional five battalions will be added for lead refinement and Future Soldier management starting May 1. The data will be measured and presented to the command for review, no later than Aug. 1, for consideration. The test will evaluate the need for implementation command-wide. The test battalions are Baltimore, Raleigh, Great Lakes, Dallas and Sacramento. Five additional battalions, to be determined, will be added during April.

Progress

The command is budgeting \$1.5M for all associated costs for the test. A USAREC message and OPORD was released in March, detailing some system changes that recruiters will experience. A detailed executive briefing was provided during the Senior Leader Conference in April.

Iraq/Afghanistan campaign medals

Two new campaign medals will recognize servicemembers for their contributions in Iraq and Afghanistan.

The Defense Department announced the Afghanistan Campaign Medal and Iraq Campaign Medal for military members who directly support Operation Enduring Freedom between Oct. 24, 2001, and a date to be determined in the future or Operation Iraqi Freedom between March 19, 2003, and some future date.

The new campaign medals were established by presidential order for service members who have been assigned, attached or mobilized to units operating in these areas, officials said.

Until now, servicemembers deployed to Afghanistan and Iraq during the designated timeframes were awarded the Global War on Terrorism Expeditionary Medal.

“By awarding separate medals, we will recognize the specific contribution that our servicemen and women have made in Afghanistan and Iraq,” said Bill Carr, DoD’s principal director of military personnel policy. “It’s appropriate that we present them with an award that truly honors their heroic service in these operations.”

Servicemembers with the Global War on Terrorism Expe-

ditionary Medal remain qualified for it, but officials said they may apply for the appropriate new campaign medal as well.

Military personnel may receive both of the new campaign medals if they meet the requirement for both awards. However, officials said the qualifying period of service for one award can’t be used to justify eligibility for the other. Just one award of each of the new medals is authorized, as no service stars are prescribed.

No servicemember is entitled to wear all three medals for the same act, achievement or period of service.

The area of eligibility for the Afghanistan Campaign Medal includes all the country’s land and air spaces. The Iraq Campaign Medal applies for service in Iraq, its waters out to 12 nautical miles, and the airspace over Iraq and its 12-mile water area.

To qualify for the awards, servicemembers must have served in the appropriate region for 30 consecutive days or 60 non-consecutive days, officials said.

Servicemembers also qualify for the medals if they have been engaged in combat during an armed engagement, regardless of the time spent in the area of eligibility, or were wounded or injured and required medical evacuation from the area of eligibility while participating in an operation or on official duties.

Regularly assigned aircrew members flying sorties into, out of, within, or over the area of eligibility in direct support of military operations also qualify, with each day of operations counting as one day of eligibility.

Each military department will serve as the awarding authority for the new campaign medals and issue regulations for processing, awarding and wearing them, officials said.

General 'cautiously optimistic' on Army recruiting goals

By Gerry J. Gilmore, *American Forces Press Service*

The Army's top personnel officer said he's "cautiously optimistic" on meeting this year's active-duty recruiting goal, despite reports some parents of potential recruits are uneasy about military service for their children because of the Iraq war.

The Army hasn't achieved its recruiting goals in recent months, Lt. Gen. Franklin L. Hagenbeck acknowledged to reporters April 7 at a Pentagon roundtable. However, the general asserted, this year's mission of signing up 80,000 active-duty recruits, is doable. "We're going to make that (number)," he said. And, Hagenbeck emphasized, the Army will not "sacrifice quality for quantity" in meeting its recruiting mission.

Currently, about 640,000 active, Guard and Reserve Soldiers have been mobilized to support operations in the global war on terrorism, Hagenbeck noted, with about 310,000 of those troops deployed to overseas locales in 120 countries. The general surmised today's recruiting mission is becoming difficult because of the Army's high standards, noting more than 70 percent of potential recruits 17 to 21 years old aren't eligible for enlistment because of low entrance-test scores, educational deficits or criminal records.

"We have some very rigorous standards ... from educational to mental (and) physical standards" potential recruits are required to meet, Hagenbeck pointed out. Another issue, he

noted, centers on the attitudes of parents, teachers and coaches. Some of these societal "influencers," he noted, recommend that young people not join the Army because of on going hostilities in Iraq and Afghanistan. Yet the numbers of young people inquiring about Army service remain high, Hagenbeck reported. And recruiters report that most potential enlistees don't appear worried about being deployed to Iraq or other combat zones, he added. "That's not one of their concerns at this juncture," Hagenbeck said.

In addition to adding more recruiters, the Army has recently said it will increase its efforts to convince parents that Army service is a good deal for young people. The Army's retention picture looks bright, Hagenbeck reported, with re-enlistments at 102 percent of the service's target. He said the Army is predicted to "meet or exceed" its active-duty re-enlistment goals. In fact, Soldiers who'd enlisted after the 9/11 attacks on the United States "continue to stay with us at (higher) rates than they have in the past," he pointed out.

USAMU Soldiers to appear on ESPN Great Outdoor Games

By Steve Wagner, *National Shooting Sport Foundation*

Before the competition, Sgt. Richard "Ryan" Hadden of the U.S. Army Marksmanship Unit predicted the shotgun shooter who kept "a cool head and a smooth hand" would win the ESPN Great Outdoor Games qualifier conducted April 16 at the Greater Pittsburgh Gun Club in Pittsburgh, Pa.

He was correct. But Hadden's

prediction wasn't nearly as impressive as his embodiment of it.

With cool head, smooth hands and machine-like precision, the 25-year-old native of Pendleton, Ore., who now lives in Phenix City, Ala., missed only one target on his way to the championship. Hadden topped a final field of eight accomplished shooters, including a 2004 Olympic skeet team member, a 2001 skeet world champion, several Great Outdoor Games veterans and others with international shooting experience.

Hadden's victory in the qualifier earned him a spot in the lineup for the 2005 Great Outdoor Games presented by Dodge. The shooting sports events will be conducted July 7 - 10 at Tenoroc Shooting Sports and Training Range in Lakeland, Fla.

The Army sent four members of its marksmanship unit to the qualifier, all of whom advanced to the final field of eight. The championship match featured Hadden against 2004 Olympian Sgt. 1st Class Shawn Duloher, a longtime member of the Army Marksmanship Unit and a 16-year member of the U.S. Shooting Team.

The two Army shooters advanced to the finals by defeating two Great Outdoor Games veterans and highly decorated rifle shooters who were attempting to qualify in shotgun.

Schumacher captures second win of the year

Chris Dirato, *U.S. Army NHRA*

Tony "The Sarge" Schumacher, who handles the controls of the U.S. Army Top Fuel dragster, swiped his second win of the



Photo by Walt Kloeppel

2005 season at the O'Reilly Spring Nationals at Houston Raceway Park, April 10.

Schumacher, who is the defending NHRA POWERade Top Fuel world champion, disposed of Cory McClenathan in the finals with a 4.505-second pass at a sizzling 335.32 mph. The latter number is the new NHRA national speed record.

"To start, like all of my victories, this one is for all of the soldiers taking care of us on a daily basis," said the Chicago native. "This was such a total team effort. We actually had an oil pan leak after our initial start up before the finals and the guys got the car together without panicking. That goes to show you what kind of work ethic they have. They're the best."

Schumacher took care of Scott Palmer, Rod Fuller and Doug Kalitta before getting past McClenathan.

"Like always, this was a tough race," he added. "Trust me, you earn everything you get at every race — the field is that tough."

With his 23rd career win, Schumacher widened his lead in the Top Fuel point standings. He's now 52 points ahead of second-place Morgan Lucas.

Gold Badges

MARCH 2005

ATLANTA

SSG Maria Kincaid

BALTIMORE

SSG Michael Leddick

SSG Crawford Lydle IV

SGT Antonio Batang

CHICAGO

SSG Roderick Dixon

SSG Jason Hellstrom

CLEVELAND

SFC Ellwood C. Dewitt

COLUMBIA

SSG Jason Herring

SSG Darius J. Scott

GREAT LAKES

SSG David Dzwik

SSG Anthony Ortolano

HARRISBURG

SFC Christopher Fullen

SFC Geoffrey Hubbard

SFC Daniel McIntyre

SSG Theodore Agens

SSG Carson Auman

SSG David Dixon

SSG Jeffrey Barnes

SSG Pernell Bowersox

SSG Kenneth Long

SSG Timothy Paul

SSG Marcus Pinkney

SSG Kenneth Smith

SSG Keith Stettler

SGT William Benson

SGT Tony Chapman

SGT Michael Ford

SGT Christopher Smith

CPL Richard Putman

INDIANAPOLIS

SSG James Clark

SSG Samuel Durbin

SSG Jonathan Warner

JACKSONVILLE

SFC Clarence Buck

SFC Amy Jackson

SSG Nancy Bennett

SSG Courtenay Burrell

SSG Lakeisha Youmans

SGT Keith Jordon

SGT James Shank

LOS ANGELES

SFC Cornelius Hackley

SSG Daniel Barrera

SSG Stephen Buck

SGT Raymond Kokel

MILWAUKEE

SFC Sherry Peterson

SSG Clayton Broesch

MINNEAPOLIS

SFC Mark Duronio

SFC Jame Sampson

SFC William Van Orman

SSG Quinton Blair

SGT Leithan Schwartz

MIAMI

SSG Carlos Bermudez-Rios

NEW ORLEANS

SGT Terry Casto

NEW YORK CITY

SFC Victor Cuadrado

SSG Halmonde Charles

SSG Shirley Goodman

SSG Jeremiah Mason

SSG Keven Nelson

SGT Kevin Holder

PITTSBURGH

SSG Ralph Riggs

RALEIGH

SSG Stephen Taylor

SGT Frederick Pittman

SACRAMENTO

SSG Patrick Grossman

SSG Gregory Ramirez

SPECIAL OPERATIONS

MSG Russell Paradis

SFC Steven Pumphrey

SYRACUSE

SSG Daniel Futetterer

SSG John Gueli

SSG Timothy Quattrone

SOUTHERN

CALIFORNIA

SSG Steven Anderson

SSG William Milhouse

SFC Baltazar Mora

SSG Jaime Robles

SGT Arturo Desantiago

TAMPA

SFC William Judge

SSG Aric Green

SSG George Malies

SSG James Noble

SSG Ramon Rodriguez

SGT Christopher Murrin

SGT Ronald Parker

SGT Eric Pheiffer



Recruiter Rings

MARCH 2005

2D AMEDD

SFC Marvin McMillian

ALBANY

SFC Roy King

SSG Roger Borja

ATLANTA

SFC Ronald Davis

SFC Keith Moore

SFC Joseph Pagano

SFC Fabian Byrd

SSG Eddie Howard

BALTIMORE

SFC Nicole Brown

SFC Gary Epps

SSG Timothy Robertson

SSG Jason Hasselius

BECKLEY

SSG Clifford Washam

SFC Frank Branch

CHICAGO

SSG Michael Ray

SGT James Johnson

CLEVELAND



SFC Kelly Spangler

SFC Jeffrey Collisi

SSG Jonathan Haney

SSG Terry Garrett

COLUMBIA

SFC William Holland

SFC Charles Nay

SFC John Sanders

COLUMBUS

SFC Brian Wibbens

SSG Glenn Meder

SSG Christopher Pinkerton

DENVER

SFC Raymond Hunt

SSG Robert Gaskins

SSG Gene Steger

GREAT LAKES

SFC Richard Henry

SFC Scott Brunner

SFC Andre Borner

SSG Christopher Dehart

SSG Jared Strickland

SSG David Matthews



**RECRUITER RINGS
CONTINUED —**

SSG Brian Boase
SSG Brian Chamberlain
HARRISBURG
SFC Terrance Brailsford
HOUSTON
SFC Michael Huntington
SFC Robert Burns
SSG Brigg Miller
SSG Thomas Kelt
INDIANAPOLIS
SFC Omar Knight
SSG Frederic Webb
JACKSON
SFC Richard High Jr.
SFC Daniel Etherton
SSG Fernando Judkins
JACKSONVILLE
SFC Charles Roberts
SSG Patrick Shaughnessy

SSG Dywane Boyd
SSG Liashonda Bains
KANSAS CITY
SFC Paul Nwoga
SSG Todd McVey
SSG Roberto Biggers
SSG James Brown
LOS ANGELES
SSG Emanuel Harris
MIAMI
SSG Lilliam Acevedo
SSG John Ruiz
SSG Alfredo Lassise
SSG Hilda Garcia
MONTGOMERY
SFC Israel Baugh
SSG Terrance Shields
NEW ENGLAND
SFC Jay Langlais

SFC Thomas Reid
SSG Loren York
OKLAHOMA CITY
SSG David Reevey
SSG Dawn Cantele
SSG Michael Roane
SSG Courtney Tate
PHOENIX
SFC Thomas Richardson
SSG Derrek Curry
SACRAMENTO
SFC Jaime Boseman
SSG Alexander Cancela
SALT LAKE CITY
SFC Ryan Hayes
SAN ANTONIO
SFC Salvador Figueroa
SSG Charles Nicholson
SSG Eddie Hamilton

SOUTHERN CALIFORNIA
SFC Delroy Blackman
SFC Andre Wash
SSG Steven Mena
SSG Michael Clark
SSG Jaime Osuna
SSG Vidales Ruiz
SSG Allen Taylor
SYRACUSE
SFC Timothy Gabbard
SFC Colin Anderson
SFC Daniel Davis Jr.
SSG Franklyn Riggs
TAMPA
SSG Enrique Perez-Cortes
SSG Ronald O’Bryon
SSG Orlando Aquino
SSG Richard Burton Jr.

Morrell Awards

MARCH 2005



1ST AMEDD
SFC Michael Hutchinson
2D AMEDD
SFC Rodger Mason
SFC James Shelton
SFC Jerry Johnson
ALBANY
SFC Robert Clukey
ATLANTA
SFC Scott Sickles
BALTIMORE
SSG Ronald Eckert
BECKLEY
SFC Tamara Hairston
CHICAGO
SFC Walter Williams
COLUMBUS
SFC Mark Lovin
DALLAS
SFC William Pruett
SSG Richard Herman
SSG Gregory Fulkerson
SSG Curtis Halford

DENVER
SFC Thomas Dixon
SFC Max Burda
SFC Glenn McKillip
SFC Jay Haskell
DES MOINES
MSG Robert Schrodtt
SFC Scott Vaughan
SFC Gary Steadman
GREAT LAKES
SFC Timothy Truax
SSG Joseph Murray
INDIANAPOLIS
SFC Michael Posz
SFC Timmy Brown
SFC Jefferson Paul
SFC Shane Jefferies

JACKSON
SFC Robert Phelps
KANSAS CITY
SFC Raul Rios
LOS ANGELES
SFC Rueben Avila
SFC Paul Rivera
KANSAS CITY
SFC Rene Aquayo
SFC Russell White
SFC Gary Wright
SFC Willie Banks
SFC Douglas Berg
LOS ANGELES
SFC Michael Gualva
MILWAUKEE
SFC Ronald Charley
SFC Erick Hoversholm
SSG Kevin Peyatt
SSG Jason Lange
SSG Weston Irwin
MINNEAPOLIS
SFC Michael Schwab

OKLAHOMA CITY
SFC Kevin Rutland
SFC Joseph Flores
SFC Brian Jensen
SFC Christine Oldham
SFC George Shippey
SSG Alfonzo Mather
PHOENIX
SSG Ryan Kowen
RALEIGH
SSG Tracy Hayes-Hill
SAN ANTONIO
1SG Rene Gonzalez-Gonzalez
SFC Abel Garza
SOUTHERN CALIFORNIA
SSG Hernan Fierro
SYRACUSE
SFC Timothy Wooden
SFC Robert Pollino
SFC Ronald Bell
SFC Anthony Piraino
SSG Fredrick Parody
TAMPA
SFC Paul Culpepper

Top 10% of USAREC Station Commanders

MARCH 2005

MONROEVILLE

SFC Patrick Feeney

OWOSSO

SFC Craig Russell

TX AMU/CONROE

SFC Lawrence Kagawa

WOODWARD

SSG Shannon Land

HOT SPRINGS

SFC Christine Oldham

GRIFFIN

SFC Joseph Barker

LANCASTER

SFC David Sloan

PLYMOUTH

SFC David Lee

AURORA

SFC David Alexander

BROOKINGS

SSG Lonnie Garrett

HAVRE - BUTTE

SFC Dallas Cochran

SANDPOINT

SFC Paul Parker

KAISERSLAUTERN

SFC Celena Major

HANAU

SFC Jeremy Richmond

WYTHEVILLE

SFC Scott Ruff

HUNTINGTON

SFC Montie Albert

ROCK HILL

SFC Paul Glover

DULUTH

SFC James Buckland

NEPTUNE BEACH

SFC Jose Delgado

BOZEMAN - BUTTE

SSG Adam Hudgins

LEWISVILLE

SFC Paul McCune

BROWNWOOD

SGT Gary Quick

SHIUX CITY RIS

SFC Timothy S. Hennessey

ALBERTVILLE

SFC Andrew Hendrickson

UNIVERSITY ILLINOIS

CHICAGO

SSG Donald Wagman

HILLSDALE

SSG Derral Redwine

LAKE HAVASU

SFC James Butler

ST. CLOUD

SFC David Moulton

SAN MARCOS

SSG Ronald D. Fletcher

BOWLING GREEN

SFC Gerald Snider

MARTINSBURG

SFC Matthew Oliver

ST. ANDREWS

SFC Chester Underwood

DE KALB

SSG Keith Tunstall

BARABOO

SSG John Zonta

GADSDEN

SFC Larry Luden

SA WEST

SSG Terry Ceasor Sr.

BEDFORD

SFC Anthony Zarte

CLEBURNE

SFC Stephen McCourt

PAMPA

SSG Shawn Miller

DUMAS

SSG Scott Mabee

SEDALIA

SSG Erick Kuerst

MARRERO

SSG Dennis Majewski

MOUNTAIN HOME

SFC Samuel McMaster

BATESVILLE

SSG William Redwine

MARBLE FALLS

SFC Rickey A. Smith

DEL RIO

SFC Brian R. Amirault

UNIVERSITY RIS

SSG Edward H. Dust

WEST PLAINS

SSG James Harmony

DECATUR

SSG James Pearson

ANDALSIA

SFC Eric Norman

ANNISTON

SFC Jeffrey Gaylord

MOBILE SOUTH

SFC Charles Hayter

FAYETTEVILLE

SFC Douglas Mitchell

SANFORD

SFC David Decriscio

ASHEBORO

SFC Steven Pittenger

AURORA

SFC Anthony Wilcox

NAPERVILLE

SSG Andres Villahurtado

WARSAW

SSG Jeffrey Andrees

PETOSKEY

SSG Kristina Hartman

GAYLORD

SFC Gerard Fuller

DEWITT

SFC Derrick Gordon

LAPEER

SSG James Pellow

HOUGHTON

SFC Lane Goldfarb

MARINETTE

SSG Edward Wuepper

MILWAUKEE

SFC Jeremy Cousineau

PORTERVILLE

SFC Kenton Peterson

OLD PUEBLO

SFC Rodney Mills

PARK

SSG Rigoberto Duran

SHOW LOW

SFC Erik R. Romero

SANTA FE

SFC Michael Hutson

CRESENT CITY /

REDDING

SFC Scott Clark

CHICO / REDDING

SFC Christopher Allen

KLAMATH FALLS /

REDDING

SFC Matthew R. Hoerner

PLACERVILLE

SFC James Glenn

LIVERMORE

SSG William Butler

SALINAS

SSG Daryl J. Demay

FAIRBANKS

SSG Robert S. Perkins

BENNINGTON

SFC Matthew Caron

ONEONTA

SFC Gregory Hines

MALONE

SSG Roger Borja

ENDFIELD

SSG Kerry Smith

DANIELSON

SFC Chris Durham

MONTICELLO

SFC David Bucklin

LEXINGTON PARK

SFC Jere Smith

GLOUCESTER

SFC Arcillious Redding

SUFFOLK

SFC Vince Blackman

PORTLAND

SFC Robert Leeman

TOWANDA

SSG Michael Martin

CHRUCH

SSG William Coulter

HARLEM

SFC Jonathan Phelps

WASHINGTON

HEIGHTS

SSG Richard Guzman

MON VALLEY

SSG Felix Monets

LOCKPORT

SSG Michael Clark

LOWVILLE

SFC Patrick Winslow

RICHLANDS

SFC Michael Pollut

STOLLINGS

SSG Jackie Hurley

CHARLOTTSVILLE

SFC Darren Iacono

SOUTH HILL

SFC Tony McCarty

FARMINGTON

SFC Stephany Officer

MACHIS

SFC Thomas Brown

SUMMERVILLE

SFC Nathan Cook

FALL RIVER

SFC Lawrence Roberts

WARREN

SSG Todd Schimp

GREENVILLE

SSG Jeffery Little

1. Ensuring resources and logistics for recruiting operations is an example of:

- a. Planning and preparing
- b. Sustaining and maintaining
- c. Supporting the METL
- d. Command necessity

2. What are the two parts of the political dimension of the recruiting environment?

- a. Military and civilian
- b. Economy and religion
- c. Operations and politics
- d. Governmental and socioeconomic

3. Which of the following are considered external network opportunities?

- a. Future Soldiers, staff elements, schools, clubs, business, recruiting units
- b. Future Soldiers, staff elements, recruiting leaders, integrated recruiting information, recruiting units
- c. Schools, clubs, business, community, other organizations
- d. Staff elements, recruiting leaders, integrated recruiting information systems, recruiting units

4. In which of the following external networks would a recruiting leader develop a PaYS partnership on a smaller, local scale?

- a. Business
- b. Community
- c. Clubs
- d. Schools

5. In the QMA, the prime market is currently defined as:

- a. 17- to 21-year-old males possessing a high school diploma and a 50 or higher AFQT
- b. 17- to 25-year-olds possessing a 50 or higher AFQT
- c. Hispanic/Latin 17- to 25-year-olds possessing a high school diploma and a 50 or higher AFQT
- d. 17- to 24-year-old males possessing a high school diploma and a 50 or higher AFQT

6. What system of the ROS demonstrates for the applicant the Army's and the recruiter's concern for him/her?

- a. Processing
- b. Intelligence
- c. Prospecting
- d. Training

7. The G4/8:

- a. Manages the commander's material assets, especially the critically important GSA vehicle fleet
- b. Advises the commanding general on principal management and finances
- c. Develops production statistics of interest to the command
- d. Plays a vital role in maintaining the communication

networks that carry information through the command
8. What includes the skill to apply institutional knowledge and proven methods to direct exact actions?

- a. Art of recruiting
- b. Operational art
- c. Science of recruiting
- d. Operational science

9. What elements make up the desired climate?

- a. Integrity, mutual trust, confidence, and respect
- b. Oversight to mission accomplishment
- c. Training and follow-up of Future Soldiers
- d. Welfare of the Soldiers under their command

10. Following the targeting process, what is the next step in the process regarding all recruiting assets at the station and company level?

- a. Procrastination
- b. Validation
- c. Synchronization
- d. Consolidation

11. Which of the following is a variable of an Army Reserve mission?

- a. Security clearance requirements for MOSs
- b. MOSQ rate of the specific unit
- c. Population density outside 50 miles of the unit
- d. Unit vacancies

12. Which of the following are variables of the recruiting operational plan?

- a. Time on station, lead source analysis, mission
- b. MAP, shaping operations, COIs
- c. The mission, MAP, scheme of maneuver, LSA
- d. Recruiters' daily plan, AARs, corrective actions

13. What does a commander do to display audacity in order to produce decisive results?

- a. Develops bold, inventive plans
- b. Allows subordinate leaders to lead
- c. Maintains a battle-ready staff
- d. Identifies gaps and duplication of information

14. What does a commander do when the force available does not permit simultaneous decisive and shaping operations?

- a. Falls back to pre-determined positions
- b. Executes the shaping operation, even at the expense of the decisive operation
- c. Sequences the shaping operation around the decisive operations
- d. Requests authority from higher headquarters to use Future Soldiers to augment action units

15. Mission orders, rehearsals, and SOPs contribute to what characteristics of sustaining operations?

- a. Executable
- b. Flexible
- c. Mission accomplishment
- d. Simple

The answers to this month's test can be found on opposite page.

Mission Box

The Achievements of One that Contribute to the Success of the Team



1st Brigade



2d Brigade



3d Brigade



5th Brigade



6th Brigade

RCM March 2005

Top Regular Army Recruiter

SSG Christopher Webb
Mid-Atlantic

SSG Melvin Reid
Jacksonville
SSG Michael Miller
Tampa

SSG Brian Gunia
Great Lakes
SGT David Houtz
Chicago

SFC Alyce Hooper
Dallas

SSG Samuel Montanez
Portland

Top Army Reserve Recruiter

SFC Steven Crager
Albany

SFC Avelino Brooks
Raleigh

SSG Donald Wagman
Chicago

SGT Nicholas Compton
Des Moines

SFC Albert Abadam
Portland

Top Large Station Commander

SFC Anthony Zarate
Portland
New England

SFC James Buckland
Duluth
Atlanta

SFC David Moulton
St. Cloud
Minneapolis

SFC Paul McCune
Dallas
Dallas

SFC Michael Hutson
Santa Fe
Phoenix

Top Small Station Commander

SSG William Coulter
Towanda
Harrisburg

SSG William Dobson
Sylva
Columbia
SFC Joseph Barker
Griffin
Atlanta
SFC Arthur Tyree Jr.
Sebring
Tampa

SFC Craig Russell
Owosso
Great Lakes

SFC Christine Oldham
Hot Springs
Oklahoma City

SSG Adam Hudgins
Bozeman
Salt Lake City

Top Company

Europe

Top AMEDD

New York State

Carolina

Ohio

San Antonio

Answers to the Test

1. b. UM 3.0, para 1.3.4
2. d. UM 3.0, para 1.6.4
3. c. UM 3.0, para 2.1
4. a. UM 3.0, para 2.2.5
5. d. UM 3.0, para 3.7.2
6. a. UM 3.0, para 4.11
7. a. UM 3.0, para 4.17
8. c. UM 3.0, para 6.3.2

9. a. UM 3.0, para 7.2.1
10. c. UM 3.0, para 8.3.4
11. d. UM 3.0, para 9.2.3
12. c. UM 3.0, para 10.4
13. a. UM 3.0, para 10.5
14. c. UM 3.0, para 11.1
15. d. UM 3.0, para 12.5

2005 LAW DAY PROCLAMATION

WHEREAS, May 1st is Law Day in the United States of America, and is a celebration of our great heritage of liberty, justice and equality under the law, and

WHEREAS, one of the principles we fought for in the Revolutionary War was the right to trial by jury, and a jury of one's peers is a cornerstone of democracy, and

WHEREAS, trial by jury is guaranteed by the Fifth, Sixth, and Seventh Amendments, and jurors decide whether defendants are guilty or not guilty, liable or not liable, and

WHEREAS, the Uniform Code of Military Justice is the essential underpinning of good order and discipline in the Armed Forces and enshrines the fundamental right to a jury for all Soldiers, regardless of rank, and

WHEREAS, the decisions that jurors make affect millions of lives every day and have a profound impact on our economy and our society, and few activities in our civic life provide such a direct contact with our democracy as does jury service.

NOW, THEREFORE, I, Commander of the United States Army Recruiting Command, do hereby designate May 1, 2005 as Law Day and call upon all USAREC Soldiers, civilian and contract employees, and family members to celebrate anew the role of the law and juries in protecting the many freedoms we enjoy and the liberty of all Americans.



MICHAEL D. ROCHELLE
Major General, USA
Commanding