

# U.S. Army Recruiting Command

1307 Third Avenue, Fort Knox, Kentucky 40121



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Contact: Douglas Smith  
S.Douglas.Smith@usarec.army.mil  
(502) 626-0164/0172

## ***U.S. Army Recruiting Command celebrates 40th Anniversary, 5th consecutive year of mission success***

FORT KNOX, Ky. – Today, the U.S. Army Recruiting Command celebrated 40 years as a national headquarters and its fifth consecutive year of recruiting mission success.

“A special flag was unfurled on that day,” said Maj. Gen. Michael D. Rochelle, U.S. Army Recruiting Command, commander. “A mere nine years later, it would serve as a platform for an experiment that many people believed was impossible. That experiment was the all-volunteer force.”

During the 40 years since its activation at Fort Monroe, Va., Oct. 1, 1964, the Recruiting Command has proven that when sufficiently resourced and provided with state-of-the-art research, marketing and advertising, it can successfully recruit an All-Volunteer Army.

The ceremony acknowledged the thousands of dedicated recruiters located across the country who work extraordinary hours finding men and women who want to make a difference and serve in America’s Army.

The command also acknowledged with great pride the thousands of young Americans who have answered the call, and will continue to answer the call, to service.

Nearly 94 percent of today’s young recruits choose to serve primarily to “do something to be proud of,” according to a 2003 Department of Defense survey. Other motivations for enlistment include “empower myself to succeed” (89.7 percent) and “be better than I was” (89.6 percent).

The Recruiting Command has reached its recruiting goals for five consecutive years, completing fiscal year 2004 having accessed 77,587 Soldiers with a goal of 77,000. The Army Reserve achievement was 21,278 Soldiers, exceeding the mission of 21,200.

Cash bonuses for education were increased during the year. Recruits with bachelor's degrees can earn an \$8,000 bonus and those with an associate degree can earn a \$7,000 bonus. The Army College fund was increased from \$50,000 to \$70,000.

"I predict that for FY 05, we will be 92 percent high school degree grad or better," Rochelle said.

For fiscal year 2005, the Army's recruiting goal is 80,000 accessions for the Active Army and 22,175 for the Army Reserve.

"It's not easy," said Rochelle. "But it is the dedication of Army recruiters, members of this headquarters, past, present and future, it is through their achievements, that this nation remains the greatest hope for freedom in the world."

To find out more about enlistment in the U.S. Army, visit [www.goarmy.com](http://www.goarmy.com).

*-<http://www.goarmy.com>-*