

RECRUITER

United States Army Recruiting Command July 2010

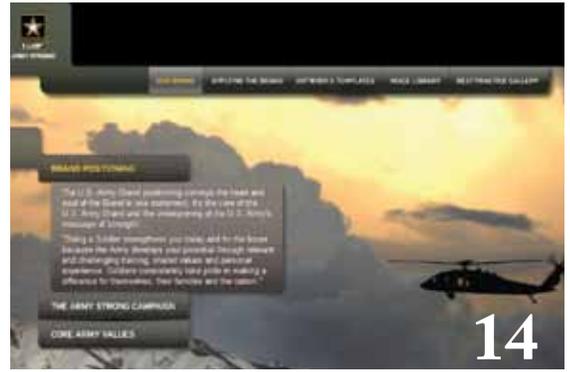
Journal

**'The Sarge'
Celebrates
10 Years**
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RECRUITER Journal

U.S. Army Recruiting Command

Commanding General:

Maj. Gen. Donald M. Campbell Jr.

Public Affairs Officer:

S. Douglas Smith

Editor:

Julia Bobick

Associate Editor:

Fonda Bock

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Season of Change in USAREC

Taking Care of Soldiers, Families Still Top Priority

It truly saddens me that another Soldier in this command took his life this past month – the third this year.

Regardless of the reason — personal or professional — it seems he saw no other way out of the pain he was experiencing. This feeling may have prevented him from seeking assistance because he believed you and I would think less of him if he asked for help.

Like you, I'm frustrated and weary of the hurt and emotional pain of losing members of our team to something so preventable. If we can adopt the thinking and assumption it can happen to any person at any point, we will take a big step in preventing these tragedies.

I don't know how I can make it any clearer that there will be absolutely no stigma in asking for or getting the help you need. All our team members must know we truly care about them, and seeking help is a sign of strength, not weakness. I expect every leader in this command to foster that same understanding.

This month we welcome Command Sgt. Maj. Todd Moore as the new USAREC command sergeant major. I know he will continue Command Sgt. Maj. Stephan Frennier's and my efforts to create a positive command climate and attitude toward effectively addressing behavioral health issues.

Command Sgt. Maj. Frennier and his home team leader, Carol, brought to USAREC a can-do attitude, enthusiasm and a positive leadership style. The Frenniers' accomplishments have reached beyond the mission of providing the strength and I know they will continue to be strong recruiting advocates. Ann and I wish them Godspeed as Command Sgt. Maj. Frennier prepares for deployment to Iraq. We are a much better unit because of Command Sgt. Maj. Frennier's leadership.

Command Sgt. Maj. Moore and his wife, Cara, are no strangers to the command; they come to us from the 1st Brigade with a breadth of recruiting experience. I'm excited because I know the great things we've seen from him in 1st Brigade are just the beginning.

As I mentioned, this is an important time of the year to ensure we are taking care of the team by passing on the knowledge you've gained to both those who follow in your foot-

steps and those who are joining your team. Ensure you have established effective leader transition plans, as well as socialization processes for your incoming Soldiers and families.

To improve the way we sponsor, integrate and develop noncommissioned officers who come to Recruiting Command, we are beginning the implementation of a five-phase Recruiter Development Plan. We owe it to our NCOs, whether they choose to become 79Rs or return to their primary MOSs, to ensure their success in our Army.

Developing strong leaders is important to the success of the individual Soldier, as well as to his or her unit and the Army as a whole. For the first time in this command we are taking a holistic approach to developing our NCOs from the moment they receive notification they are coming to USAREC until the day they leave the command.

You can read more about the new Recruiter Development Program on page 8. I'm confident it's going to have a great impact on the recruiting field force.

This is truly a time of change in USAREC; we are also implementing several innovative leader development initiatives and changing the way we think about recruiter awards through the creation of the Master Recruiter Badge. This quarter we begin validating the Critical Skills Assessment Test (CSAT), designed to assess recruiters' knowledge and understanding of doctrine, regulations and policies. Scheduled to be implemented commandwide in October, the test will become one of the qualifiers for the new Master Recruiter Badge.

Finally, I'd like to congratulate the 10 recruiters who made history June 3 when they graduated from the Drill Sergeant Course at Fort Jackson, S.C. One of them, Sedalia Mo., Station Commander Sgt. 1st Class Keven Parr, was honor graduate! Later in the year, 6th Recruiting Brigade operations NCO Sgt. 1st Class Jeff White will report to Fort Hood's 1st Cavalry Division to serve as a recruiting ambassador. These and other Recruiting and Retention School-Forward Personnel Leader Development Division initiatives are featured in this issue. Thanks for all you do to "Provide the Strength!"

Army Strong! Hooah!

Army Takes New Approach to Physical Readiness Training

U.S. Army Training and Doctrine Command

The Army's overhaul of Initial Military Training (IMT) includes a new approach to physical readiness training.

Field Manual (FM) 21-20, Physical Fitness Training, has been revised and is now Training Circular (TC) 3-22.20, Army Physical Readiness Training.

TC 3-22.20 also supersedes the IET Standardized Physical Training Guide dated Jan. 4, 2005.

U.S. Army Training and Doctrine

Command conducted a holistic review of the Army's physical training. Changes are informed by lessons-learned over eight years of war. But TC 3-22.20 goes a step farther; it contains a scientific approach to physical readiness, versus physical training, and provides a rational training progression that elicits the desired training effect without overreaching, overtraining and overuse — especially for those in the IMT base, as the youngest generation needs to strike the balance between improving physical capacity and preventing injuries.



New Partners

353 - Caseys General Stores - Minneapolis Bn -

Caseys General Stores Inc. began as one country store. Today they operate 1,500 stores in nine Midwest states, primarily Iowa, Missouri, and Illinois. The stores carry a broad selection of food, beverages, tobacco products, health and beauty aids, automotive products and other nonfood items. The owner is a retired Army Officer and active in University of Iowa's ROTC Department affairs.

354 - City of Chicago - Chicago Bn - Chicago is the third largest city in the United States, with a population of nearly three million people. Located on the shores of Lake Michigan, it is home to 11 Fortune 500 companies; the rest of the metropolitan area hosts an additional 21 Fortune 500 companies.

355 - City of Indianapolis - Indianapolis Bn -

The city operates full-time departments of police, fire, public safety, metropolitan development, public works, parks and recreation and code enforcement department, and executive and legislative branch.

356 - A. Schulman Inc. - Cleveland Bn -

A. Schulman Inc. adds chemicals to basic plastics such as polypropylene, polyethylene, and PVC to give them color and desired characteristics like flexibility or the ability to retard flame. Its products include color and additive concentrates, engineered compounds (such as reinforced plastics), and value-added PVC. Customers include makers of plastics and auto parts, with more than a third of its sales to packaging manufacturers.

For a complete partner list, visit www.armypays.com.

DID YOU KNOW? More Than \$3.6 Billion in Post-9/11 GI Bill Benefits Issued

On the 66th anniversary of signing the GI Bill into law June 23, the Department of Veterans Affairs (VA) announced it has issued more than \$3.6 billion in the bill's newest manifestation, the Post-9/11 GI Bill.

Benefit payments under the bill, implemented last year, have gone to more than 285,000 people and their educational institutions.

June 22, 1944, President Franklin D. Roosevelt signed the Servicemen's Readjustment Act of 1944, commonly known as the GI Bill of Rights.

Before World War II, college and home ownership were, for the most part, unreachable dreams for the average American. Thanks to the GI Bill, millions who would have flooded the job market opted for education instead.

In the peak year of 1947, veterans accounted for 49 percent of college admissions. By the time the original GI Bill ended, July 25, 1956, 7.8 million of the 16 million veterans had participated in an education or training program.

In 1984, former Mississippi congressman G. V. "Sonny" Montgomery revamped the GI Bill. The Montgomery GI Bill assured that VA home loan guaranty and education programs continued to work for veterans.

In 2009, GI Bill benefits were updated again. The new law gave veterans with active duty service on, or after, Sept. 11, 2001, enhanced educational benefits to cover more expenses, provide a living allowance, money for books and the ability to transfer unused educational benefits to spouses or children.

For more information about the Post-9/11 GI Bill, visit www.gibill.va.gov/.

Extra Time to Earn Ring, Morrell Award

The commanding general approved an extension of time for those recruiters who are, or will be, working toward earning the Recruiter Ring or Morrell Award on or after Phase Line July. Anyone working on either of these two awards will have until the end of Phase Line December to earn the award. All other awards must be earned by the end of Fiscal Year 10. Awards earned will be the final award under the current recruiter incentive program.

Army Experience Center Closing July 31

The Army Experience Center at Franklin Mills Mall in Philadelphia will close July 31 as its two-year pilot program and contract comes to an end. The Office of Manpower and Reserve Affairs and U.S. Army Accessions Command, which operated the center, have decided to let the contract expire.

USAREC is developing a plan to reopen recruiting stations in the area to maintain its long-term relationships with the Philadelphia community.

A New Take on Twitter: Soldier 'Tweeters'

@GoArmy Twitter is a new initiative led by Accessions Command to engage prospects, parents and influencers in an informal and personal environment. The @GoArmy page features five Soldiers of different ranks and military occupational specialties tweeting their experiences and daily activities.

As the @GoArmy page proclaims, "There's Twitter. Then there's Army Twitter." You can 'follow' all the action at www.twitter.com/goarmy.

'The Soldier's Blue Book'

TRADOC recently finished re-writing TP 600-4, IET Soldiers' Handbook. This is the first book Soldiers are issued in basic training, now called "The Soldier's Blue Book."

Download a copy from TRADOC's Web site: www.tradoc.army.mil/tpubs/pams/tp600-4-1.pdf or the ProNet.

SAMC

USAREC Selects 27 NCOs for Induction

By Master Sgt. Shanon Hoover
G-3 Plans and Program Division

27 NCOs were selected for induction into the Sergeant Audie Murphy Club (SAMC) during the annual board June 14-17 in Las Vegas, Nev. Thirty-five of the command's finest noncommissioned officers appeared before the board, where they were tested on their leadership and knowledge of Sgt. Audie Leon Murphy, Army Regulations, Field Manuals, USAREC history and other areas.

In order to appear before the USAREC board, all the Soldiers had to appear before battalion and brigade level boards. Only the best from each brigade were chosen to appear before Command Sgt. Maj. Stephan Frennier and the USAREC board.

Sergeant Audie Murphy Club inductees are expected to live up to the four tenets of the Sergeant Audie Murphy Club: loyalty, discipline, professionalism and caring.

The selected NCOs will be inducted during a SAMC ceremony Sept. 15 at Fort Knox, Ky.



1st Brigade

Sgt. 1st Class Morrease Leftwich, Mid-Atlantic Bn
Staff Sgt. Jessica Trospen, Beckley Bn
Staff Sgt. Michael Pollard, Syracuse Bn
Staff Sgt. Nicholas Parsons, Syracuse Bn
Staff Sgt. Patrick Bickel, Mid-Atlantic Bn
Staff Sgt. Jeremy Barbaresi, Baltimore Bn

2d Brigade

Sgt. 1st Class Tilton Washington, Columbia Bn
Sgt. 1st Class Thomas Kenny, Raleigh Bn
Sgt. 1st Class Robert Judge, Montgomery Bn
Sgt. 1st Class Kenneth Lanaux, Baton Rouge Bn
Sgt. 1st Class Antonio Cowan, Baton Rouge Bn
Staff Sgt. Kashia Jones, Columbia Bn

3d Brigade

Sgt. 1st Class Audra Jones-Garcia, Chicago Bn
Sgt. 1st Class Jacob Gilmer, Indianapolis Bn
Staff Sgt. Shelby Bixler, Great Lakes Bn
Staff Sgt. Antonique Armstrong, Indianapolis Bn

5th Brigade

Staff Sgt. Nirettzy Velez-Santos, Houston Bn
Staff Sgt. Joshua Matthews, San Antonio Bn
Staff Sgt. Bradley Hecker, Denver Bn

6th Brigade

Sgt. 1st Class Fernando Garcia, Fresno Bn
Staff Sgt. Reocel Mercado, Portland Bn
Staff Sgt. Robert Delira, Los Angeles Bn
Staff Sgt. Andrew Christian, Fresno Bn
Staff Sgt. Davy Chick, Seattle Bn

Medical Recruiting Brigade

Sgt. 1st Class Shawn Clark, 1st MRB
Sgt. 1st Class Winston Castillo, SORB
Sgt. 1st Class Guyanna Ackison, 1st MRB

Nurturing your Marriage

By Chaplain (Lt. Col) Doug Peterson

John meets Susie. John becomes interested in Susie. John soon realizes Susie is that one special person with whom he would like to form a lifelong union. So he does everything he can to persuade her to arrive at the same conclusion.

John plans their evenings and weekends together. He constantly texts those sweet love notes. And Susie comes to relish his occasional phone calls throughout the day — words of appreciation, affection and encouragement.

Of course, John has circled those notable calendar days: her birthday, Valentine's Day, graduation, holidays, season changes, etc. Each one prompts a card and a gift. Plus, he even orders flowers and buys those collectibles that she enjoys receiving, not for any particular reason other than for the special person she is to him.

With all the attention John lavishes on her, Susie is absolutely convinced she is No. 1 in his life. And her thrill intensifies as she accepts his marriage proposal and they immerse themselves in the plans for their wedding. Life could not be better.

The day of their wedding comes and goes, and something changes immediately.

Susie is shocked to discover that all the attention and the array of gifts, cards, notes and phone calls he used to shower upon her have stopped.

In John's mind — in accord with the common male way of thinking — what has happened? Mission accomplished! So he shifts his focus to his career, his friends, sports and his computer.

What about Susie? She is soon horrified to realize that she is relegated to No. 34 in John's list of priorities. It's not

long before she is convinced that she has been a victim of the old "bait and switch."

Susie's unhappiness takes the form of complaining. She laments his lack of attention — except for sex — and questions whether he even loves her. John views her repeated reproaches as nagging and pulls away further into his work. At least there, he's successful and receives positive strokes.

Threats of separation and divorce may enter their discussion. Or, perhaps they simply resign themselves to merely coexisting under the same roof — far from enjoying the marriage relationship as the satisfying, fulfilling relationship it was designed to be.

This does not make for a happy fan club.

I would say this to us guys, especially, but ladies, you can apply this, too. Romancing and courtship should never cease. The mission does not end with "bagging the babe." That's just the start. Continue to give priority where priority is due.

Go back to those earlier days. What are some of those things you used to do with her and for her that made her feel special? That mission of reassuring your spouse that she is No. 1 in your life is your on-going mission.

This marriage thing takes work — hard work. But the payoff in taking care of your fan club is well worth the effort.

I have come to the end of my time in USAREC. My thanks and deep appreciation to the great Soldiers, families and civilians of this command. Above all others in my military career, you stand out as my heroes. Welcome Chaplain (Maj.) Tom Cox, as he has joined the USAREC team.

Program supports Families With Special Needs

By William Bradner
Family and MWR Command

The sheer volume of information available to family members with special needs can be overwhelming. The Army wants to make it easier for Soldiers and their family members to navigate the complicated system of resources available to them.

“To do this, we’ve got to fix EFMP so it works better, and we have to get the word out,” said Lt. Gen. Rick Lynch, commander of the U.S. Army Installation Management Command.

He was referring to the Exceptional Family Member Program, a DoD-mandated program to support Soldiers with family members with special needs.

In the Army, the proponent activity for EFMP is the Army’s Family and Morale, Welfare and Recreation Command FMWRC. FMWRC’s EFMP managers are currently working with the Army Medical Command (MEDCOM) and sister-service counterparts to strengthen the program.

“Rather than just creating another awareness campaign, we’re staffing an action plan now that includes hundreds of steps — both baby steps and sweeping changes — that will help create a seamless flow of EFMP information and resources to Soldiers and families with special needs,” said Marcia Hagood, EFMP program manager.

“It’s important to note that the program isn’t broken, we’re just making it better,” Hagood continued.

The Army’s EFMP currently has 52,573 Soldiers enrolled and 69,493 family members registered. Program managers expect enrollments to increase as program education and awareness is raised.

Hagood emphasized it’s important for all Soldiers who have family members

with special medical and/or educational needs to enroll in the EFMP. Not only is enrollment mandatory, enrollment ensures optimum use of permanent change of station (PCS) money by considering the Army’s requirements, the Soldier’s career and the special needs of family members.

“It’s not ‘big brother’ wanting to know,” Hagood said. “It’s all about ensuring the Army allows the Soldier to focus on the needs of the military without unnecessary concerns for his/her exceptional family member.”

The program was established in compliance with public laws, which collectively mandate that eligible preschool and school-age children with disabilities be provided a free and appropriate education.

The Army expanded EFMP to include all authorized family members with special needs — spouse, child, stepchild or adopted child.

If a Soldier is enrolled in EFMP, the Army reviews the special requirements of the family member and confirms the availability of special medical and/or educational resources and required services at the next duty station prior to orders being released.

The Army Community Service (ACS) EFMP managers also work with the Soldiers and family members by providing information and referral and advocacy assistance, referral to support groups, medical providers, housing and respite care

services. In USAREC, the battalion SFAs are the Soldiers’ EFMP coordinators.

Once enrolled, the file should be updated by the Soldier every three years, or when there is a change in the family member’s medical condition or educational needs.

“It can be challenging caring for a family member with special needs and also having to worry about deployments and permanent changes of station every three

years,” Hagood said. “Imagine having to start from scratch seeking special medical care every time you relocate.”

The EFMP works with other military and civilian agencies to provide comprehensive and coordinated community support, housing, educational and

medical and personnel services to families with special needs.

The EFMP Strategic Communication Plan is slated to be implemented and information disseminated to all levels of leadership in the coming months to include new posters, brochures, and campaigns, which will be launched to help raise EFMP education and awareness.

Soldiers in USAREC who have family members with special needs should contact their battalion SFA for resource and referral assistance to update current EFMP status.

Unit leaders are encouraged to support and remind Soldiers and educate Future Soldiers of the importance of enrollment.

Recruiters are required to identify Future Soldiers who have family members requiring enrollment in the Exceptional Family Member Program (EFMP) and complete a DA Form 7415 for those who do.

Station commanders will ensure a hard copy of the form is hand carried by the FS to MEPS on his or her ship day. In the future, this form will be part of the ship packet.

Reference USAREC Msg 10-125.

USAREC Takes Holistic Approach to Recruiter Training

For the first time, Recruiting Command will take a holistic approach to noncommissioned officer training and development from the moment NCOs receive notification of assignment to USAREC until the day they leave the command.

The new Recruiter Development Program, which the USAREC G3 Sustainment Training Division will begin implementing later this month and launch completely in October, is designed for corporals through first sergeants to continuously develop their leadership and functional skills.

Recruiting Command has the New Recruiter Program, which focuses on the critical tasks a new recruiter should master to be successful. Unfortunately, the current design can be redundant, time intensive and miss the essential training needs required for the Soldier, according to Phil Tabor, Chief of the Training Assessment and Sustainment Division. Beyond this point, it has been hit-and-miss whether current or past training programs met recruiters' developmental needs at all levels.

"In order to implement a program that meets the training and developmental needs for all our Soldiers, we have created the five-phase Recruiter Development Program," Tabor said.

Phase I, Pre-Assignment, consists of three distance learning modules that must be completed before the NCO arrives at the Recruiting and Retention School, and validated by the school-house staff.

"We want to give Soldiers the opportunity to understand what they are walking into — this is our history, this is what you will do as a recruiter and this is what we expect," Tabor said.

The second phase is the seven-week resident Army Recruiter Course.

The third phase focuses on initial orientation and sponsorship. Incoming recruiters will have up to 30 days to ensure their families are established, household goods have arrived, children are enrolled in school and all the logistical, physical and administrative requirements are completed before they begin recruiting duties.

In the past, an orientation briefing and checklist were part of the new recruiter program. What often happened is new recruiter training and duties got in the way of taking care of families because station commanders were trying to accomplish both the training/duties and the Soldier's inprocessing simultaneously.

"The reason we made this a separate phase is to ensure nothing distracted us from getting the Soldier and his or her family squared away. We are now focused on doing the right thing for Soldiers and their families — ensuring they have great sponsor-

Recruiter Development Program

Phase I: (Pre-assignment)

3 distance learning modules

Phase II: (Resident)

7-week Army Recruiter Course

Phase III: (Initial Orientation/Sponsorship)

Up to 30 days for the Soldier & family to inprocess

Phase IV: (Advanced Training Program)

Progressive 4-stage program that encompasses an initial assessment on 6 critical tasks, any necessary refresher training, Recruiting Operation Plan development and a post-resident test

Phase V: (Development & Sustainment Training)

Continuous development and training based on a foundation of NCO common tasks and leadership

ship and integration at their new location."

The command is also developing a reception and integration checklist that supports the Army's Sponsorship Program, Tabor added. The checklist is designed to assist leaders and sponsors in completing the reception and integration of recruiting Soldiers and their families.

Once they complete Phase III, they begin the four-stage Advanced Training Program (ATP), which is essentially the old New Recruiter Certification Program. A major difference between the New Recruiter Certification Program and the ATP is that the ATP is not a pass or fail program, he said.

Stage I, up to 30 days, focuses on assessing the recruiter's ability to successfully achieve a "T" (Trained) on six critical tasks recruiters need to master to be successful. The program has established performance measures to help the station commander, who is the primary trainer, assess and identify specific areas within each task that require refresher training. Stage II is for refresher training on any of the tasks the new recruiter did not receive a "T" rating.

"This is a progressive program that can be completed early," Tabor said. "It's not tied down to any concrete time line that dictates a recruiter must remain in a certain stage for a certain number of days. If the new recruiter is demonstrating his or her

& Development

By Julia Bobick
Editor

ability to perform the tasks to standard, then the station commander can move on to the next phase.”

Another advantage of the program is that it will be built entirely into the Learning Management System (LMS), according to Tabor. Previously, the only way a leader could validate whether the training was occurring was to visually inspect the New Recruiter Handbook USAREC Pamphlet 350-2.

Leaders — from station and company to brigade level — can pull the data and see how many of their recruiters have completed the program, how each did on the individual tasks, what their ratings were and what refresher training has been conducted.

By the end of the fourth month of the ATP, Tabor said the recruiter should have completed and received a “T” (trained) rating in all six tasks, enabling him or her to move on to Stage III, Recruiting Operation Plan (ROP) Development. While developing a ROP is one of the six critical tasks, this stage gives recruiters 30 days to use the skills they learned and develop their own realistic ROP, which must be validated by the station commander and reviewed by the first sergeant

“It allows recruiters to put all the pieces together – to put everything they’ve learned about their market and time management to develop and implement an effective Recruiting Operation Plan to achieve their objectives.”

The final stage is the post-resident test, which is a command tool designed to evaluate the effectiveness of the ATP and the program of instruction at the schoolhouse. It is not a tool to evaluate the Soldier’s ability to perform tasks, according to Tabor.

Phase V centers on continuous development and sustainment training to increase the skills and abilities of individual recruiters by building on established foundations.

“We’re following the same methodology as the Army in terms of the training process. Leadership training is the foundation of every skill level’s training package,” Tabor said. “Regardless of whether our NCOs stay on recruiting duty or complete their tours and return to their previous MOS, we have a duty to take care of them and ensure they progress as NCOs so they are at least equal to or ahead of their peers as far as their leadership

skills and capabilities.”

This program is also designed to annually administer the Critical Skills Assessment Test (CSAT) to every Soldier E4 through E8, as well as medical recruiters.

“This will be the command’s first assessment test that will give us an opportunity to systemically identify training needs all the way down to station level,” he said. “The best thing is that leaders will have access to the data. Therefore, what we can do as a command — as well as at the subordinate leader level — is make adjustments to our training packages based on the results.”

The ATP is planned for implementation by the end of the month. Those in the New Recruiter Certification Program will

“ *Regardless of whether our NCOs stay on recruiting duty or complete their tours and return to their previous MOS, we have a duty to take care of them and ensure they progress as NCOs so they are at least equal to or ahead of their peers as far as their leadership skills and capabilities.* ”

Phil Tabor, Chief, Training Assessment & Sustainment Division

remain in it until they complete the program, and then move into Phase V. This month, individuals across the command will be randomly selected to take the CSAT as a pilot to “test the test” that will begin command wide in October, according to Tabor.

A description of the policies, responsibilities and requirements will be included in USAREC Regulation 350-1.

“This program fits the command’s future because everything is going to be built on a foundation of leadership and fundamental tasks, to include time management, prioritizing tasks, resiliency, and interpersonal communication, and it will support what they are learning in institutional training,” Tabor said. “We’re excited about it. This will give us an accurate assessment of the root cause of recruiting issues at the individual or unit level and facilitate our ability to develop training solutions based on these assessments.”

Synergistic Recruiting

Story and photo by D. Charone Monday
Columbus Battalion

Synergy — it's a word you hear more and more. Though the dictionary defines it as, "a mutually advantageous conjunction or compatibility of distinct business participants or elements as resources or efforts," in layman's terms, it's the epitome of teamwork.

Columbus Battalion's Charleston Recruiting Company recently put synergy into action with their "Day as a Soldier Experience." This annual event allows Future Soldiers and others in the community to get a taste of what it's like to be a Soldier, promotes a synergistic relationship with local reserve units and provides an excellent opportunity for recruiters to interact with possible applicants.

"A synergistic event is perhaps one of the best and most cost effective ways to recruit," according to Charleston's company commander Capt. Timothy Hilton.

"We had a variety of team building events sprinkled in with traditional common task events like land navigation and an obstacle course. We also had drill sergeant activities and displayed a variety of equipment used by the reserve unit.

"Though we look for a return on our investment in the form of contracts, we're also looking to build community relationships. Of course, being able to tap into free assets such as the team building events is a huge benefit. And it's important to use local team building events as they give the Future Soldiers and others the chance to participate in, and learn some real team building skills."

There were all age groups present, from 7-year-olds to folks in their 60s.

"What was great was we saw Job Corps members here, Future Soldiers, members of the community, family members, reserve unit members and of course our recruiters and their families," Hilton said. "It kind of ended up being a little bit of an FRG day, a little bit of a Soldier for a Day, a little bit of a Future Soldier check-in day ... it just really was a synergistic event.

"The single best benefit that we get from an event like this is the synergistic relationship all around the horn ... the Future Soldiers, the reservists and the recruiters."

So don't just let synergy be a word in someone else's vocabulary, put it into action and see how it can help your recruiting efforts.

Tips for Successful Events

For those who would like to create a successful Soldier for a Day event, Charleston Company offers the following suggestions.

- **Layer the Event:** Have the event layered on top of another event such as Armed Forces Day or a community covenant signing. This will help you create more interest and attract more people to your event.

- **Invite Local Media:** Contact the media early and let them know about the timeline for the event and then follow up with them the day before. Don't think the media won't show. If it's a slow news day they will usually cover the event. This, of course,

gets you free advertising when the event is shown on the local nightly news.

- **Invite VIPs:** Inviting VIPs is a unique way of attracting the media. Always invite government officials such as the mayor or governor, but keep that part to a minimum. Remember, the event is really about the young people, so you don't want them sitting around listening to speeches, you want them getting hands on experience as a Soldier for a day. Even though the governor or mayor may not be able to attend, they will often send a representative.

- **Use Team Building Events:** Reserve your team building equipment early since there might be other recruiting stations wanting to use it at their schools. Brief your recruiters on the events so they run smoothly and have several extra events in case you have a larger turnout than expected. Usually, four to six events will be sufficient.

- **Weather Conditions:** Prepare for weather conditions so there aren't any heat casualties. Make sure you have plenty of water on hand and have a medic available for any possible cuts or scrapes.



Reserve drill sergeant Sgt. Sammy J. Evans, discusses the importance of various protective gear the Army uses today.

In case of inclement weather, coordinate for the use of a large area inside the reserve center.

- **Parking and Signage:** Make sure you have parking at an adjacent location with some sort of road guard to ensure safe road crossing. Have plenty of signage so the general public that just happens to be passing by knows the event is open to them as well.

One great way to get the general public to attend is to have a car wash on the other side of the road. Tell people coming to the car wash about the event and encourage them to go. You can have a scout troop or other local group conduct the car wash.

CG: No Stigma in Asking for, Getting Help

By Julia Bobick
Editor

No one in this command — Soldier, civilian or family member — should feel alone with nowhere to turn; no one should feel ashamed to ask for help; and no one should be afraid to intervene when they see someone who needs help.

“I cannot stress this enough: there will be absolutely no stigma in this command in asking for help — there are options out there for you, just ask,” said Maj. Gen. Donald M. Campbell Jr., USAREC commanding general. “We also need NCOs who go the extra mile — who ask the tough questions — and get someone help when they need it, even when it’s not comfortable or welcome.”

The Army has a variety of resources available to help Recruiting Command Soldiers and families, and the command is committed to improving the quality of and access to those resources, according to Col. Theresa Lever, USAREC G1.

“The more programs and support initiatives we make available, the better it is for the health and welfare of the command’s Soldiers and families,” she said.

Most importantly, Lever said she wants to ensure that every Soldier, civilian and family member in the command knows that these and many other resources are available to them.

“There are so many options for whatever challenge an individual might be faced with, and it’s OK to ask for and get the help you need,” she said.

Military OneSource

12 free, face-to-face short-term confidential counseling sessions, 24/7, 365 days a year for Soldiers and families.

(800) 342-9647

online at www.militaryoncesource.com

DCOE Outreach Center

Defense Center of Excellence (DCOE) for Psychological Health and Traumatic Brain Injury Outreach Center

toll-free: (866) 966-1020

online at www.dcoe.health.mil

Suicide Prevention Lifeline

(800) 273-TALK (8255)

Wounded Soldier and Family Hotline

(800) 984-8523

Chaplains/Chaplain NCOs

USAREC HQ: (502) 626-0535/0534

1st Bde: (301) 677-2943/2824

2d Bde: (256) 450-9525/9526

3d Bde: (502) 626-1039/0704

5th Bde: (210) 221-1565/0089

6th Bde: (702) 639-2026/2027

Military & Family Life Consultants (MFLC)

USAREC HQ:
(270) 319-2593 or (877) 302-8534

Medical Recruiting Brigade:
(270) 319-2591 or (877) 241-0361
(502) 378-2773 or (866) 629-9698

1st Recruiting Brigade:
(301) 974-5703 or (877) 382-7668

2d Recruiting Brigade:
(256) 267-6777 or (877) 629-9653
(256) 425-8727 or (877) 382-7680

3d Recruiting Brigade:
(502) 378-2771 or (866) 629-6411
(270) 319-2590 or (866) 947-6194

5th Recruiting Brigade:
(210) 426-9985 or (877) 629-9649
(210) 845-6125 or (866) 949-7523

6th Recruiting Brigade:
(702) 556-7890 or (866) 947-6176
(702) 232-9724 or (877) 629-9650

Personal Financial Counselors (PFC)

USAREC HQ:
(270) 319-2684 or (877) 883-4549

Medical Recruiting Brigade:
(270) 319 2683 or (877) 883-4531
(270) 319 2687 or (877) 883-4489

1st Recruiting Brigade:
(301) 741-2163 or (877) 373-8705

2d Recruiting Brigade:
(256) 270-3383 or (877) 278-2003
(256) 267-6821

3d Recruiting Brigade:
(270) 319-2686
(270) 319-2681 or (877) 427-5214

5th Recruiting Brigade:
(210) 488-1692 or (877) 592-3870
(210) 426-9984

6th Recruiting Brigade:
(702) 277-5036 or (877) 243-1512
(702) 232-6801 or (877) 629-9651

Engaging Prospects

By Mark Singer
MRRM Worldwide

Ninety-eight percent of all 18- to 24-year-olds own a mobile phone. More than 50 percent sleep with it. This powerful device has worked its way into the fabric of the nation's youth 15 times faster than any other new technology to date.

How do you reach and engage with prospects using this device?

Some important lessons to keep in mind:

The mobile phone is a very personal device. To be invited to use it is an honor.

Someone pays for it, and it's not you. Cell phone plans charge by message, by call and by data; the prospects pay for this out of their earned money. Don't offer value and abuse it, they will abandon you as painlessly as you can send a call to voice mail.

Mobile communication is not about pushing information, but rather retrieving and building a relationship.

You will not get a lead through mobile alone. This medium is not about a purchase, but more about a consideration along the path to purchase. Leads will come, and the relationships will last.

What is Mobile Marketing?

According to several online sources, mobile marketing, often called wireless marketing, can be described as marketing with or on a cell phone or other mobile device, such as a moving billboard, or communicating interactive promotional or advertising messages to engage customers through wireless networks and mobile devices.

Mobile marketing affords the opportunity to spark and nurture an interest on demand and at the point of consideration.

To simplify that marketing speak, mobile correspondence lets prospects engage at the very moment they are interested in the Army or something the Army has to offer. Maybe they visit a table, see a billboard or win a ride in a Humvee.

Before You Begin

Before executing a mobile marketing program, there are some basics that should be considered in building any local mobile program:

- Define what you want to do, who you want to reach and what is your exchange of value.
- Campaigns should be simple and smart.
- Mobile alone won't work. Think about how you will integrate it with other programs already running — national or local — to maximize the effectiveness in building awareness and generating engagement.
- Mobile marketing must be permission based, allowing users to opt-in to receive content and updates. It's important to make sure that any program your brigade or battalion executes includes an opt-in feature. Each individual touch point must include an opt-out option.
- Programs and content must offer value, utility, entertainment, exclusive content, breaking news or information — or mobile programs could have a significantly negative impact on the brand.
- Programs should offer personalization and customization to increase relevance. Users should be able to select what content they want, when they want it, time of day — and how often — daily or weekly.

National marketing is working a few programs to better support mobile marketing activities. Currently under consideration is the building and deployment of mobile Web and SMS capabilities to which the field will have access. Furthermore, several of the National Marketing programs will be mobile enabled — goarmy.com and armystrongstories.com — so look out for those announcements.

As the prominence and usage of mobile marketing continues to increase, it is important to continually evaluate what is being done to engage target audiences. Mobile programs are currently used by the Air Force, Navy and National Guard.

Consider integrating a mobile program into your brigade or battalion's local marketing plan for FY 11 using some of the best practices mentioned.

Four major methods to activate mobile campaigns

- **Text** — The most common method. Ninety-nine percent of all mobile users can send and receive text messages — SMS or short message service. This is a good method to perform question and answer, contests, polls and dialogue.
- **Applications** — this is the most actively engaging activity on mobile and the fastest growing segment. Using mobile applications requires certain equipment — Palm, iPhone, Blackberry, etc. — which begins to segment the audience base. However, application users interact with content longer than any other.
- **Mobile Web** — see a Web site online. This is a great method of delivering deep information, however, just because it is there doesn't mean people will come.
- **Mobile Ad Buys** — there's been much chatter about buying advertising on a mobile phone, but this is not a recommended method, as this activity has not proven effective.

Through

Mobile Marketing

Campaigns & Key Lessons

Some brigades and battalions have executed local mobile programs and have identified best practices and key lessons learned to make them more successful. Below are some of the programs executed:

Posters set up in 80 high production colleges inviting students to take part in iPod and iPhone sweepstakes by texting in; prospects led to Web site to register to win a prize.

Cinema campaign with texting element in targeted theaters; prospects text to enter to win America's Army True Soldiers games and receive Web site information to register to win an iPhone.

Partnered with Live Nation at select concerts where vendor implemented text messaging piece to generate leads; prospect texted in to receive concert alerts with opt-in to win a PS3 and Guitar Hero game.

San Antonio — Selected six billboards on three major highways with text messaging element to drive traffic to Web site to generate leads.

Houston — 35 recruiters received 250 business cards each to hand out on high school and college campuses; the back of the card prompted prospects to text for a chance to win a Wii and drove traffic to a Web site for more information.

Tampa — Short code text "Army 1" as a reply mechanism in the local print ad placed in the Tampa Tribune section in lieu of a local recruiting phone number.

Tampa — Partnered with a local radio station to use text messaging to promote a local sponsored hip-hop concert via radio.

The best way to learn how to build and execute a successful mobile marketing program is to learn from others' experiences. Some best practices and key lessons learned include:

- Promotions/giveaways/contests offer a good way to quickly get responses. Keep in mind, the contest must be something of value to the audience you want to attract. A T-shirt giveaway will perform much less than a concert ticket giveaway for a popular band. Contests usually will not produce fruitful leads for you as the barrier to entry is low commitment.
- Quizzes and polls offer an interesting and engaging way to maintain regular contact with prospects. The value exchange for users must be engaging enough for them to participate. This may be a good way to start engaging, physically or digitally, with a prospect.
- Question/answer where prospects can get questions answered in real time. A table event is a great way to engage and keep prospects interested. Being able to engage and capture prospects'

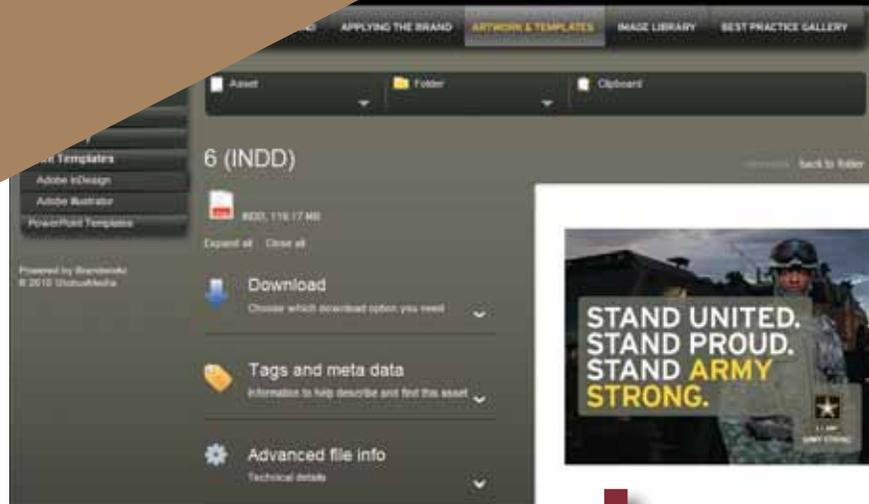
interest at the moment of impulse will reinforce their decision and provide you with the ability to recontact them later.

- Mobile content downloads generate high usage among prospects and viral capability, but if the content is not of value, features are unlikely to be used. Content and distribution costs can also be high.
- Video downloads offer rich media delivery, but low usage since mobile Web is necessary for downloading videos. This tactic may not be ideal for a local mobile marketing program executed at the brigade or battalion level.
- Messaging should be short and to the point. For example, "Text 'GOARMY1' to 777111 and enter to win a prize this week."

For more information on the Army's mobile marketing efforts, please contact Steve Lambert at (502) 626-1919 or steve.lambert@usarec.army.mil

New Branding Tool

to Improve Outreach



By Amanda Huneke Wagner
Weber Shandwick

The Army now has a powerful new branding tool to help strengthen outreach efforts to prospects and influencers.

In June, the Army launched its online U.S. Army Brand Portal — <http://usarmybrandportal.com> — a resource to help members of the Army improve efficiency by applying user-friendly and consistent brand assets throughout all communications efforts.

The U.S. Army Brand has the power to reflect the Army values and build a singular focused and distinctive identity through the everyday use of color, design, imagery and logos. The portal provides quick access to approved resources and templates. These resources and templates will enable you to:

- Deliver a stronger Army message through the use of consistent and approved Army brand assets.
- Save time and resources by employing effective and existing brand assets and pre-designed templates.
- Get new ideas and see best practices by leveraging the robust image library and gallery of properly-used communication examples spanning printed material, direct mail, posters, Web and e-mail.
- Show a unified Army image by communicating a message and tone that if used consistently throughout all channels will be remembered more by consumers.

Why Build a Stronger Brand?

Building a stronger brand will help the Army achieve its goal of sustaining the all-volunteer force, and the Army Brand Portal will help accomplish this.

Consistency in communication builds brand awareness at all levels and aids recruiters as they reach out to prospects about Army opportunities. Furthermore, the brand portal will provide guidance and correct assets to deliver communications that carry a singular look, feel and consistent tone of voice.

Tools and Guidelines

A series of branding tools and guidelines is provided to equip users with the appropriate type of communications materials to match his or her outreach and engagement activities.

Through this online portal, users can quickly understand the Army Brand position; download guidelines, customizable templates, artwork and images; or simply visit the best practices gallery to get new ideas for future communications efforts.

Key features of the online brand portal include:

- An overview of the Army Brand position, core values and the way the Army Strong campaign helps to express the Army Brand.
- An online toolkit on how to correctly apply the Army Brand for print, out of home, events, digital and presentations.
- A myriad of easy-to-use downloadable and customizable artwork and templates.
- A robust image library of Army-produced content
- A best practices gallery of properly-used examples including materials from print, direct mail, posters and digital.
- An advanced search function to streamline search options.

For recruiters, the portal provides access to branding elements and tools that are not currently available through the Media Advertising Placement System (MAPS).

A successful brand not only provides consistency and creates the visual language of the brand, but allows the brand to achieve its goal of delivering the Army's message across different communication channels.

Register at <http://usarmybrandportal.com>. E-mail questions to usarmyportal@mccann.com.

Amanda Huneke Wagner is an account executive with Weber Shandwick, the Army's public relations partner on the Army Strong recruitment campaign and part of the McCann Worldgroup.

Enhances Recruiter Development

*Personnel Leader Development Division
Recruiting and Retention School-Forward*

A 6th Recruiting Brigade operations noncommissioned officer will represent Recruiting Command at Fort Hood's 1st Cavalry Division. Sgt. 1st Class Jeff White, who is scheduled to report to Fort Hood in August or September, is the first recruiter chosen under the command's new Division Outreach NCO Program.

Division Outreach is a pilot program to place regular Army 79R sergeants first class at selected operational division headquarters, according to Charles Price, chief of the Personnel Leader Development Division, Recruiting and Retention School-Forward. The division is the proponent for military occupational specialty 79R — recruiter — and officers assigned to recruiting duty in USAREC.

Price said USAREC launched this program to create a channel to communicate the benefits of a recruiting assignment to Soldiers in the operational Army. Soldiers selected for the outreach program will serve as ambassadors to selected operational Army divisions, such as the 1st Cav Div.

"The liaisons will develop working relationships between the Army's divisions and local USAREC units," Price said. "These Soldiers will directly represent both the USAREC CG and the CSM to the leaders, Soldiers, and family members of the division."

Price said the PLD has been involved with many new initiatives that either have been approved or have reached significant milestones in recent weeks, including the drill sergeant program, whose first 79R students graduated June 3 and will now serve in drill sergeant assignments before returning to USAREC.



Sergeant 1st Class Jeff White

Other Leader Development Initiatives

- **Updated NCOER guide.** The USAREC Chief of Staff has approved an update to USAREC Pam 623-2, Noncommissioned Office Evaluation Report Preparation Guide. This pamphlet guides leaders preparing NCOERs for USAREC Soldiers. The latest change includes a revised table of daily duties and scope to be used for part III, DA Form 2166-8. The new pam also includes changes to support Command Sergeant Major Command Selection List (CSL) implementation in USAREC. The new pamphlet was published June 2.

- **CSL process updates.** To support the changes required by the Army's CSM CSL process, USAREC had to change its structure to support assignment of 79R SGMs/CSMs who may choose not to compete for CSM or who may not be selected for CSM.

Price said the PLD proposed structure changes to convert Regular Army master sergeant 79R positions to sergeant major 79R positions to develop the force structure required to support this Army program. USAREC and Army G1 approved the changes, which will be effective with Fiscal Year 12 manning documents.

Twenty-four enlisted recruiting battalions will receive RA 79R operations sergeant major authorizations to replace the current RA 79R senior operations NCO. RA 79R sergeant major positions were also developed for the USAREC assistant chief of staff G2, G5 and G7/9 and for the Recruiting Standards Division.



Sgt. 1st Class Keven Parr



Staff Sgt. Isreal Herrera

COURTESY PHOTOS



Staff Sgt. Matthew Montoya

Recruiters Become Drill Sergeants

By Fonda Bock
Associate Editor

*"I'll be there when they wake up and
I'll be there when they go to sleep."
— Sgt. 1st Class Keven Parr*

Recruiter Sgt. 1st Class Keven Parr's way of life is about to change substantially. This month, he starts his new assignment at Fort Sill, Okla., as a drill sergeant.

For the next two years, instead of sitting behind a desk making phone calls, doing paperwork and meeting and greeting prospects, parents, educators and COIs, the former station commander of the Sedalia, Mo., station will spend long grueling days immersed in classroom work and physical activity helping turn new recruits into Soldiers.

"I'll be there when they wake up and I'll be there when they go to sleep," said Parr.

Parr was among the first group of 10 79Rs to complete the Army Drill Sergeant School at Fort Jackson, S.C., which ended the first week of June.

In a continuing effort to increase recruiters' knowledge of the operational Army, Command Sgt. Maj. Stephan Frennier thought training 79Rs to be drill sergeants would be another great opportunity to diversify and enhance NCOs' leadership experiences and give recruiters the chance to train the Future Soldiers they've recruited.

"Having 79R NCOs serving as drill sergeants for two years is a win-win situation for the Army and USAREC," said Frennier. "The Army is getting proven professional NCOs to train and transition Future Soldiers into Soldiers, and USAREC in return, will get back NCOs with broader leadership experience."

Commandant Command Sgt. Maj. Teresa King said only the top 10 percent of each MOS will ever even get the opportunity to attend the DSSC. She concurred with Frennier that this is invaluable experience for a 79R.

"Drill sergeant duty is one of the highest honors the Army can bestow on an NCO. All NCOs chosen for drill sergeant duty bring their own unique experiences and expertise to performing one of the toughest and most rewarding jobs an NCO can perform. NCOs by design are teachers, coaches and mentors. However, very few are to execute the high honor of shaping civilians into the best Soldiers in the world."

Having always wanted to be a drill sergeant, Parr jumped at the opportunity.

"I wanted to experience that. I think every Soldier looks up to the drill sergeant they had. Everybody looks at them like they're [the] standard that everybody should strive to be. I still remember my drill sergeant. They're going to remember their recruiter and they're going to remember their drill sergeant, and now I get to be both of them."

But for Parr, becoming a drill sergeant wasn't just fulfilling a long-time desire, it was also professional development.

"I didn't want to be stagnant in my career, I wanted to expand. I didn't want to become complacent. [It] was just a different experience I felt like I needed to take, or I'd probably never get that opportunity again."

The nine other 79Rs who successfully completed Drill Sergeant Course 077-10 are Sgts. 1st Class Matthew Hughes and

William Thomsen, 3d Brigade; Staff Sgts. Isreal Herrera, Matthew Montoya and Michael Brown, 2d Brigade; Sgt. 1st Class John Byars, SORB; Staff Sgt. Van Lovvorn, 6th Brigade; and Staff Sgt. Christopher Miller and Sgt. 1st Class Louis Matusek, 5th Brigade. All will report to their drill sergeant assignments this month and are scheduled to return back to recruiting in two years.

"It gives them the double badge," said Kristy Milchick, human resources specialist with USAREC's Personnel Development Division, who thinks the potential benefits of having recruiter drill instructors is unlimited.

"[They] will probably be able to be more effective when talking to new recruits or civilians wanting to be Soldiers because their experience is now. I mean, they're senior staff sergeants and sergeants first class and they haven't been to basic training in maybe 12 or 14 years."

Milchick said 79Rs with the double badge could put their experience to use by acting as drill sergeants when using the rock wall at TAIR events. She believes they'd also be great Future Soldier leaders since they'll know exactly what the kids would have to go through during basic training.

“Everybody looks at them like they're the standard that everybody should strive to be. They're going to remember their recruiter and they're going to remember their drill sergeant, and now I get to be both of them.”

— Sgt. 1st Class Keven Parr

"The more information I think the kids have before they go, I think the more successful they will end up being," said Milchick. "And then of course, if it's a good Future Soldier program, we usually have less losses."

Out of a class of 66, Parr was named the distinguished honor grad. King said he was chosen based on the total Soldier concept.

"He not only demonstrated a mastery of all the tasks taught here at the Drill Sergeant School, but he exceeded the standards in every area. He excelled in physical fitness and proved to be a decisive and positive leader when placed in charge."

Parr said, "It was an honor to not only represent the 79Rs that were there, but also all of USAREC, being the distinguished honor grad."

"What a great representation of our outstanding 79R NCOs," Frennier commented. "I know all of our newly qualified 79R drill sergeants will serve with distinction as they assume their duties in the upcoming months."

USAREC was able to free up 10 NCOs to become drill sergeants because the command is currently enjoying an over population of 79Rs, according to Milchick. If the strength stays at this level, another group of recruiters will be encouraged to apply to attend the school in a couple of years.

The Sarge

Story and photos by Julia Bobick
Editor

Army, Schumacher Racing Still Perfect Fit After 10 Years

When Tony Schumacher heard the Army was looking for a Top Fuel driver, he shaved his head and walked into the meeting looking like a Soldier. The Sarge, as he is called by Soldiers and race fans alike, knew then that he and his team would be a perfect fit with the Army, and he still believes it today, 10 years later.

“I was thinking, who would I rather drive for? I knew I was going to have to go out and do a lot of extra stuff, but that’s what I wanted to do,” said the defending Top Fuel world champion. “There’s no other team out there in the world I’d rather have on the side of my car. It’s the complete backbone of the United States, man, it’s the inspiration that we, as a team, used to propel us to

seven championships.”

The Labor Day weekend Mac Tools U.S. Nationals National Hot Rod Association (NHRA) event in Indianapolis will mark the 10th anniversary of the U.S. Army’s partnership with Don Schumacher Racing. Schumacher and the Army unveiled their partnership in 2000 at an Indianapolis event, which he won.

“I don’t drive for a beer company, I don’t drive for a tool company; I drive for the United States Army. There is a whole group of people behind me. That’s something very special.”

Schumacher, who’s been racing since he was 16, said he was terrified the first time he got into a Top Fuel dragster.

“I got buckled into this thing, and thought what am I doing?”

Now, the 40-year-old father of two said it’s a thrill, and he can’t believe it’s what he gets to do for a living.

“I get to drive the coolest car in the world, man — 8,000 horsepower, 330 miles an hour in four seconds — two football fields a second — it’s lightning fast. But it’s kind of funny ... I can’t even start it by myself.”

Though he said he’s the driver and the face of the racing team, it takes nine people to make the car go. In between every four-second run, the team completely takes the engine apart and puts it back together in 75 minutes, a process that resembles a well-choreographed dance routine around a 2,225-pound dragster. Schumacher gives tremendous credit to his team, which earned the NHRA Full Throttle Hard-Working Crew Award following the races in Bristol, Tenn., June 20-22.

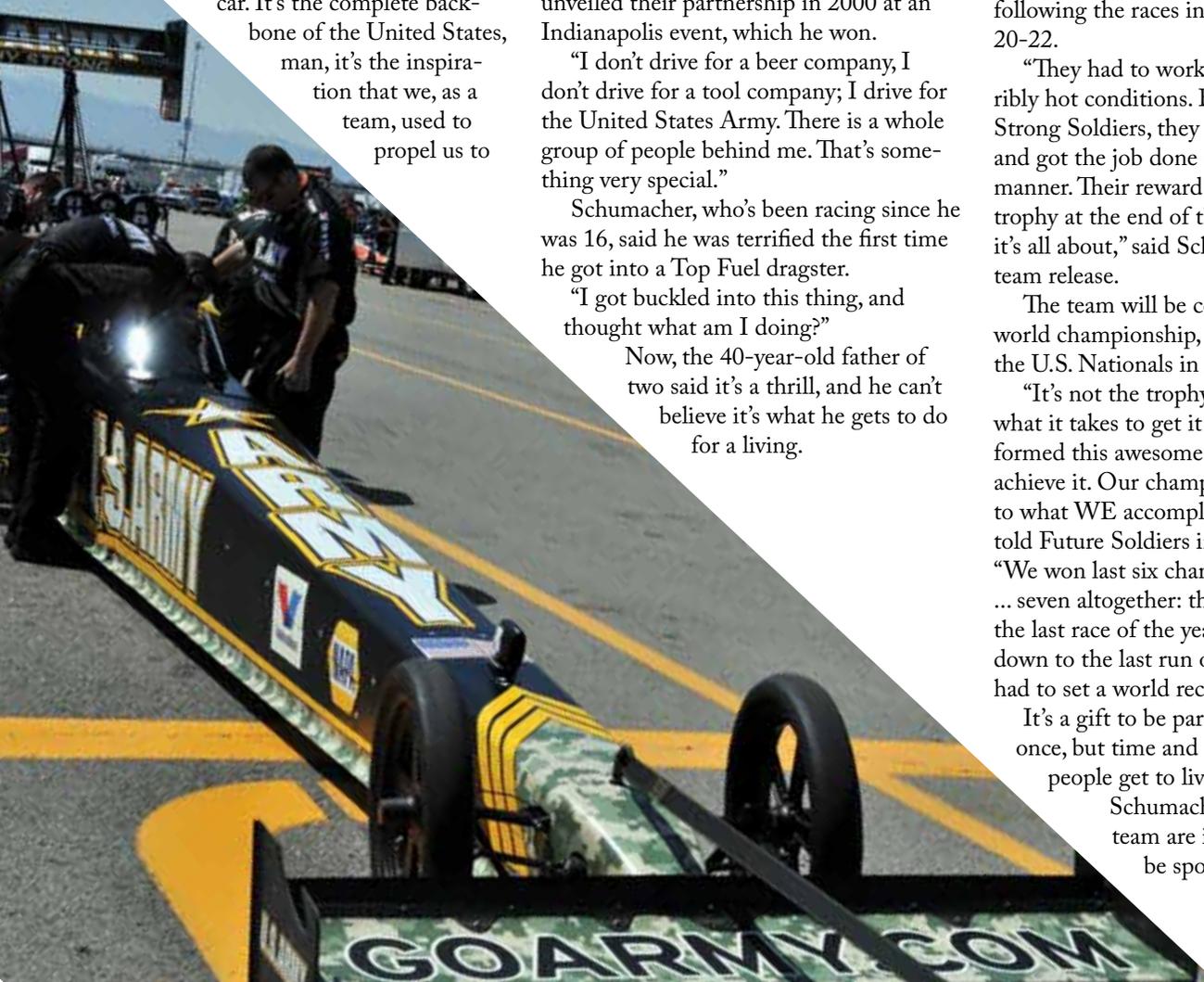
“They had to work through some terribly hot conditions. But, like our Army Strong Soldiers, they remained focused and got the job done in a professional manner. Their reward was holding another trophy at the end of the day. That’s what it’s all about,” said Schumacher in a race team release.

The team will be competing for another world championship, which begins with the U.S. Nationals in Indianapolis.

“It’s not the trophy that’s amazing, it’s what it takes to get it — knowing we have formed this awesome group of people to achieve it. Our championships come down to what WE accomplished,” Schumacher told Future Soldiers in Las Vegas in April. “We won last six championships in a row ... seven altogether: three of them were in the last race of the year, two of them came down to the last run of the year, one we had to set a world record and win the race.

It’s a gift to be part of that, not only once, but time and time again. Very few people get to live that moment.”

Schumacher said he and his team are incredibly proud to be sponsored by the Army.





With the sponsorship comes speaking engagements at NHRA Youth and Education Services track side events, high schools, Future Soldier programs and Army center of influence (COI) events.

"I love Tony's message, he's a fantastic speaker. When he goes to high schools, he really has an impact," said Capt. Logan Kerschner, Las Vegas company commander. "One thing I like about Tony is he's so personable, when we bring him out to Future Soldier and COI functions he makes extra time to stay at the events, he sits down with the kids, he interacts with them and makes them feel special."

Schumacher is well-known for being fan-friendly, spending a great deal of time talking with fans, signing autographs, posing for photos and inviting fans into the pit for an up-close look at the car.

Schumacher said he truly enjoys it.

"I get worn out like everyone gets worn out. Why do I do it, because [of the Soldiers], I have the Army behind me, pushing me."

In the first couple of years he said he talked about how he couldn't wait to get into the race car because he was new to the sport. Now he said he talks about preparation, because he realizes how important it has been not only to the success of his team, but to success in life.

"Prepare, prepare, prepare" are words that echo through his talks, whether to high school students, Future Soldiers or COIs.

“ There’s no other team out there in the world I’d rather have on the side of my car. It’s the complete backbone of the United States, man, it’s the inspiration that we, as a team, used to propel us to seven championships. ”

"I've had so many big moments: bottom of the ninth, crunch time, suck-it-up, dig deep moments occurred that it's so easy now to talk to them about the importance of preparation, so when the moment comes it doesn't just flight right by. In high school I didn't prepare; it took me years to realize this.

"There's nothing you can tell yourself in the five minutes before the run that will make you better. You've got to train for it, you've got to prepare."

He told the students at Bonanza High School in Las Vegas, "You're gonna wake up one day and be 40 — it's gonna happen — and you're either gonna be someone who prepared to get there, or you're gonna be one of the people looking in the help wanted ads for all the jobs left by the people who did prepare, who are living their dreams."

His message resonates well with educa-

tors, too, because Schumacher emphasizes success through teamwork, according to Bart Mangino, Bonanza High principal. Schumacher tells students they might not be the best in school, but they can be the best at whatever they choose to be, they just have to put 100 percent effort into it.

What does he most want recruiters to know about him?

"I love it. I'm not faking it," said Schumacher, who admitted that it's difficult for him to name the single most rewarding thing about his 10-year ride with the Army.

"Everything about it is gratifying — everything — whether we're out there setting world records or whether I'm standing next to Soldiers who've done so much for us and hearing their great stories. I have so much respect for Soldiers, for the Army.

"I would not want anyone else on my car."

Training in a Virtual World

By Donald Copley, Stephen Northrop,
Patrick George and Sgt. 1st Class William Butler
Recruiting and Retention School

The Recruiting and Retention School, in collaboration with America's Army, has developed three games for the recruiting force, which will allow Soldiers to apply their learned skills using virtual training aids. The virtual world represents a powerful new medium that can be leveraged for instructional and educational opportunities.

The use of virtual worlds gives each recruiter and their leaders an opportunity to broaden interaction in training, while staying within scripted scenarios. Each scenario is based on the latest contemporary operating environment, which is received through the Recruiting Pro-Net Web site.

This new gaming software gives leaders the ability to reproduce challenging tasks, which may be otherwise too complicated to simulate or recreate in a near-real environment.

Certain constraints and restrictions, such as location, cost or scheduling are reduced during these times of shrinking budgets. Virtual world simulation cannot fully emulate the day-to-day environment faced by the recruiting field; however, the ability to simulate situations will allow individuals to apply different approaches, practice their skills and receive feedback.

It is imperative for recruiters to refine their interpersonal skills to achieve constant mission success. No two individuals or situations are alike and, because of this fact, there is significant importance in understanding interpersonal interaction as it applies to recruiting.

With the concept of developing these interpersonal skills as the forefront of design, each of the games plays an integral role in applying these skills to the various positions within recruiting.

Each gaming system plays a fundamental role in the development of needed skills particular to the recruiting force. By leveraging the latest technology, each of these games begins to bridge the generational gap of our young recruiting force. These unique training opportunities offer today's recruiting force tools that allow each recruiter and leader to continually improve their individual recruiting skills. Professional development has always been the focus of the Recruiting and Retention School. In support of this focus, we have developed these new gaming systems for USAREC users.

Virtual Recruiting World (VRW)

The first of the interactive games is the Virtual Recruiting World (VRW). VRW provides up to 31 geographically dispersed users an interactive approach to recruiting in an array of environments. Each environment brings a unique set of environmental hazards faced by the recruiting force.

The first of the environments is the gymnasium, which is based on a high school career fair. The next environment is based on a recruiting station's Future Soldier training event. The third environment is an office visit to a high school guidance counselor. The interaction for each player within the game uses voice and keyboard controls. This gives the user full capability to walk and talk to any other user in the game.

Each scenario assigns all players a role with a simple background of their character. The game allows them complete autonomy within the virtual environment. The instructor can apply scenarios that implement proven doctrinal best practices, or they can develop their own scenarios based on their local best practices or market demands.

Each role can be assigned to a specific user to encourage growth and development. These roles include station commander, recruiter, school officials, influencers, leads, prospects, applicants, Future



Virtual Recruiting World scenario

Soldiers, other service representatives, other competitors and spectators.

After role assignment, the scenario begins allowing each user to carry out their individual role navigating through the game and discovering their objective. Individual conversations in the virtual world are based on proximity, which enables each user to carry on a normal conversation. However, similarly to real environmental issues, two users standing in close proximity attempting to have individual conversations will result in conversation overlap. The creative application of Voice over Internet Protocol (VOIP) allows direct communications to transpire.

Throughout the exercise the instructor will call for votes from the spectators within the game, which will be used to provide feedback during the recorded After Action Review. Upon completion of the mission, the instructor will conduct an AAR using a recording of the entire event. They have the ability to point out various bookmarked events and polls taken throughout the exercise to facilitate lessons learned. The possibilities of VRW are only limited by a trainer's imagination.

Virtual Army Interview (VAI)

The second of the virtual interactive games is the Virtual Army Interview (VAI). The VAI game is based on the crucial interaction between a recruiter and a potential applicant.

The player is presented with a basic prospect fact sheet and required to conduct a doctrine based Army Interview (UM 3-01). As in the VRW, an interview can be conducted in various locations: Army recruiting station, library, cafeteria or guidance counselor's office.

Where the game differs from the VRW is in the decision making process. The game allows the user to make critical decisions based on information provided. Each response is weighted with a range from negative to positive point values. VAI encourages a recruiter's ability to select the location for the interview and/or who will attend.

The objective of this game is to navigate through the Army Interview achieving enough points to receive a commitment from the prospect. Applying doctrinal processes throughout the game will ensure a firm grasp of this learned skill.

VAI begins with scenario selection. Each scenario requires completion of the previous scenario in order to progress forward to more challenging scenarios. Upon selection of a prescribed scenario, the user receives a prospect fact information screen detailing all information provided by the prospect. Each player will use this fact information screen to compile any required research material for the interview during the preparation section of the training.

Once the scenario begins, a prospect will enter the environment chosen for the scenario. Simultaneously, the timer starts and action is required. From greeting the person at the door to every decision following initial contact, each decision is evaluated against a point scale. Making the proper choice will increase the prospect's commitment meter, while making a negative decision will decrease it. The player will proceed through each step of the Army Interview paying close attention to the prospect's responses. Each decision will bring about an action from the avatar. Paying attention to the prospect's actions or reactions and capitalizing on them will influence successful completion of the scenario.

To successfully complete the assigned task, each player must engender a commitment from the prospect. The progress of the player is determined at each critical step of the interview. Upon completion and during the mission screen, the player will receive an individualized score and a list of any critical steps missed. The player will also receive any positive and/or negative decision points used during the course of the game.



Virtual In Progress Review trainer

Virtual In Progress Review

The third and final game is the Virtual In-Progress Review (VIPR) trainer, a single-player game designed to enhance station commanders' interpersonal skills with their assigned recruiters. A successful daily In Progress Review (IPR) helps leaders maintain a battle rhythm within their station. VIPR provides a virtual interactive approach to assist leaders in improving both leadership skills and doctrinal practices during an IPR. The game is unique in its design in that it allows leaders the opportunity to turn back the clock and re-evaluate each of the seven steps of the IPR session, in an effort to improve their overall performance.

The beginning of the game illustrates a station commander conducting a nonproductive in process review with an assigned recruiter. The user will watch the complete IPR illustration and then be allowed to change the process from the beginning. The player will have the ability to make a variety of choices for each of the seven IPR steps. Each choice brings about an opportunity to change the leadership technique and style from the previously viewed nonproductive IPR. The choices made will ultimately alter the outcome of each step and possibly change the tone of the entire IPR and the station's success.

Once the seventh step is completed, the user can replay the illustration and receive an evaluation on their final outcome. Each result will bring about appropriate accolades to coincide with their station's achievement. This game can be played over and over again with each outcome varying. This replay ability allows leaders to conduct self-training in an effort to improve mission success.

Be on the lookout for distribution details later this month.

TEAM DEVELOPMENT & LEADERSHIP

PART 3

*By Rick Welling
Chief, Doctrine Division,
Recruiting and Retention School-Forward*

Team Development

Last month's issue provided an in-depth discussion about the four goals of socialization and started the discussion about the actions that both the Soldier and leader can take to initiate team development. There are many actions leaders can take to socialize individuals or groups. This month we will look at several tools and TTPs (tactics, techniques and procedures) leaders have at their disposal at the company and station level for developing their teams.

Create supportive group expectations

As soon as a new Soldier's boots or new employee's shoes hit the ground in your unit area, you need to start communicating positive expectations.

As soon as you know the duty position, you can virtually fill in the blanks: "I know you will do well at ____." "We've been waiting for you. The station/company etc. name needs someone who just graduated from ____ school or the — station/company etc. name — needs someone with your ____ experience and expertise." Encourage them, show confidence in them and have great expectations for them.

Provide rewarding jobs

One thing we know about our Soldiers is they are all volunteers. They freely enlisted or reenlisted. Recruiting is a very rewarding job. However, Soldiers may not initially experience job satisfaction or the rewards associated with recruiting until they have adapted to their environment and have a better working knowledge of their newly acquired skills and tasks.

Unfortunately, most newly assigned Soldiers will have heard only negative comments about a tour with USAREC. Leaders as well as other team members need to dispel this stigma and inform the new Soldier or employee of the rewards each of you enjoy. Emphasize the rewards of witnessing the transformation of a Soldier, the many friendships established while creating your networks, the new

skills you have obtained that will remain with you for life — communication, interpersonal skills, leadership. Your job as the leader is to ensure the right Soldier is doing the right job. A Soldier's duties must:

- Be challenging, but not impossible.
- Provide opportunity to learn new skills and advance to the next skill level.
- Clarify the Soldier's or employee's role on the team. As we discussed earlier, some Soldiers and employees perceive their jobs as stepping stones to bigger and better things. It has been said that "there is no job or place like the one you just left or the one you are going to."

The leader must have Soldiers or employees who can keep their minds on and perform their current duties well. At the same time, they must understand how their current job fits into career progression. They must realize that only by doing their present job well and mastering the tasks will they be given opportunity to move up in rank and progress to a higher skill level.

Express leader acceptance

Soldiers must know their leader accepts them for who they are and what they bring to the team. Someone has to be at the bottom, in the middle and at the top of the totem pole, and the leader must acknowledge each person as a valued member of the team.

It is vitally important to every team member to be recognized as a person who contributes to the team's success. No Soldier or employee is more important than any other member, even if their role places them in the limelight.

Soldiers or employees with entry-level skills need to feel important and receive a sense of self-worth just as much as the tenured employee or Soldier. By their very nature, some jobs offer less challenge and potential for advancement than others, but they still have to be done and done right. Show Soldiers in these positions they can perform them without feeling inferior or less important than other team members.

USAREC has transitioned from an individual mission focused organization to a team focused organization. As such, leaders must never forget the tasks performed by every team member to achieve the team's success. In the past, we would honor the recruiter who recruited the most Soldiers and failed to recognize or consider the others involved who contributed to that recruiter's success. Even the best Olympic medalist has someone who contributed to their success. Those people also deserve recognition.

USAREC is no different from any other Army unit or a corporation that has Soldiers, employees performing a multitude of tasks and missions to achieve the goals and bottom-line of the organization. It is often said that for every combat Soldier, there are between 15 to 20 support personnel ensuring they have all the essentials to perform their jobs. Therefore, no person's job should be considered more significant than another person's as long as they all focus on the team's success.

Establish social support systems

Joining a new team can be an uncomfortable and stressful experience. Most new Soldiers and employees hesitate to bring their problems — personal or professional — to their supervisor until a certain level of trust has been established.

It is human nature for individuals to hesitate to reveal personal interests or problems with anyone they do not trust, or in the case of a Soldier, are directed by leadership to expose due to warning signs.

For example, a new Soldier arrives and within a few weeks, the company commander begins receiving phone calls and letters from creditors seeking restitution for unpaid bills or bounced checks associated with the new Soldier. Such situations require leader involvement.

Leaders must be trained to quickly recognize and handle day-to-day problems. The leader must delegate authority to first line supervisors and leaders. When the leader displays trust and confidence in their subordinates, they will teach each other and build the team.

Leaders must not tolerate an uncaring subordinate leader. Ensure you and your subordinate leaders are knowledgeable of all the resources available to assist, such as the Red Cross, Army Emergency Relief, the chaplain's office, loan closets, medical facilities for family members and the array of USAREC specific programs and support personnel. Find out how the NCO support channel works in your battalion and expect the NCOs to use it appropriately.

Create initiation activities

Some organizations, either formally or informally, have rites of passage that are the final steps in the entry socialization process. For the new recruiter, it is usually enlisting their first Soldier. Find out if such a formal ceremony exists in your unit. If not, create one. The formal process for the Army would be the graduation ceremony and the donning of the beret. This ceremony signifies the final transition from civilian to Soldier.

Informally, Soldiers have had rites of passage in almost every unit in the Army. They may be as simple as a pat on the back from the other team members after a "newbie's" first field training exercise or as complex as a "earn your spurs" ceremony in a cavalry unit, or a hail and farewell event to welcome new Soldiers and employees.

A hailing event is a great way for the new Soldier or employee to be recognized and introduced to the entire team. These events need to occur as soon as possible when the Soldier or employee arrives to facilitate socialization. If appropriate, encourage Soldiers to bring their families. Don't forget — families are vital to the Soldier's or employee's well being and need to be part of the team.

Next month, part four of this series will introduce the stages of team development and some simple key actions leaders can take to build a great team.

Driving Safely on the Road Less Traveled

By Lt. Col. Mike Miller
Commandant of the Marine Corps-Safety Division

The day began as a perfect, cool, sunny Sunday morning in early October. I was driving along the Missouri–Arkansas state line from my home in Overland Park, Kan., to visit relatives in Pea Ridge, Ark. This easy, 225-mile drive should have taken me about four hours. Instead, I arrived 24 hours late and \$1,500 lighter in the wallet.

I started my journey at 6 a.m. after a good night's sleep. My trusty Dodge Dakota pickup was in excellent condition with four new tires providing a firm grip on the asphalt. I was eagerly looking forward to the drive on U.S. Highway 71, a direct route south from metro Kansas City to northwest Arkansas and the shortest route to my Uncle Norman's Quail Ridge farm. "Seventy-one highway," — as the locals call it — is a modern, limited-access, four-lane road resembling an interstate highway in every regard. I had thoroughly planned the trip, applying the tenets of risk management.

Just a few miles north of the Arkansas state line, I elected to take a more "scenic" route. I turned onto Missouri State Highway 90, a two-lane blacktop road that passed through the "burgeoning" metropolis of Jane, Mo. This proved to be a highly significant and costly tactical error.

Cruising along at 45 mph, I noticed a dense line of trees growing along the right side of the road. These trees effectively obscured a couple of trailer homes located on a gravel road intersecting my road from the right. Through my peripheral vision, I detected movement behind the trees. What I thought was a lone running black dog, turned out to be a dog chasing a 1969 Chevrolet stepside pickup.

The driver of the ancient Chevy never paused at the intersection and pulled right in front of me. Those trees had probably screened his vision just as they had mine. The look on his face was one of horror. Just before the impact, he looked at me, realizing he had driven into my lane and a Dakota "smack-down" was imminent. Shouting a colorful expletive, I stood on my antilock brakes, but there was nowhere to go. I braced for impact.

I remember hearing a loud BANG and then my truck's cab filled with smoke from the air bag. Snug in my seat belt, I don't recall my face bouncing off the bag; but later I had to wash off the white powder. I had been careful to keep my hands on the steering wheel's 9 and 3 o'clock positions. That's important because following the conventional wisdom of placing your hands at the 10 and 2 o'clock positions can lead to serious injuries when the air bag deploys. Suffering only minor burns to both thumbs, I was extremely lucky to be uninjured. My truck didn't fare so well. It was crunched beyond repair.

I consider myself fortunate to be alive. Research by the National Highway Traffic Safety Administration reveals that more than 70 percent of all fatal accidents happen on rural roads with speed limits of 55 mph or higher. These higher speeds, coupled with sometimes poorly engineered roads and slower emergency response times, combine to make rural driving more hazardous.

More than 70 % of all fatal accidents happen on rural roads with speed limits of 55 mph or higher

The state trooper responding to my accident was amazed — based upon my crumpled truck — that I was not seriously injured. I attribute that to the fact I consistently wear my seat belt, drive within the posted speed limit and have antilock brakes. If only the other driver had insurance, this mishap would have only cost me time and inconvenience — not cash!

We can all learn from others. Motor vehicle collisions will happen even when you're doing everything right. Also, don't assume high-speed interstates are the most dangerous places you drive. Sometimes it's while you're enjoying a more relaxed "scenic" route that the unexpected happens. Don't presume you are safe just because you're in an idyllic setting. Always watch out for the "other guy." He might just make you a victim of his bad decisions.

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'Our Community Salutes of Pittsburgh' Recognizes Future Servicemembers

By Staci Cretu, Harrisburg Battalion

What began in New Jersey as a dinner to recognize high school students who have chosen military service after graduation evolved into a weeklong celebration honoring all military past, present and future in western Pennsylvania.

"Our Community Salutes of Pittsburgh," in support of National Military Appreciation Month, has given western Pennsylvania residents and schools a greater reason to recognize the armed forces through a weeklong celebration throughout Pittsburgh the first week of May.

These recognition efforts started two years ago when former Cherry Hill, N.J., school director Dr. Ken Hartman asked what his school district did to recognize graduates opting for military service. Realizing that very little was being done, Hartman founded Our Community Salutes of South Jersey, a non-profit organization, to honor graduating seniors — and their parents — who plan to serve after graduation. With support from the Mid-Atlantic Battalion, Our Community Salutes of South Jersey held a recognition dinner in 2009, honoring 54 students with 230 in attendance.

Hartman said he was hoping that "two or three years from now we'll have a couple of dozen of these groups doing these all across the country." The Pittsburgh community, led by Terrie Suica-Reed, President and CEO of PHASE 4 Learning Centers, and the Harrisburg Battalion Advisory Board, took this military recognition program a step further. Our Community Salutes of Pittsburgh recognized veterans, current servicemembers and soon-to-be enlistees from all branches of the service during its weeklong celebration May 2-6.

Events included the Pittsburgh Marathon, an on-field swear-in ceremony at a Pittsburgh Pirates game, and a formal ceremony and banquet recognizing future enlistees at historic Soldiers and Sailors Memorial Hall.

"Recognizing these selfless men and women and their choice to serve their country is just so important. We need to do this," said Suica-Reed.

Throughout the week all military members were honored, but the genuine focus was on graduating high school seniors who plan to serve. More than 180 future servicemembers — all high school seniors — stepped out on the field of PNC Park May 4 during a Pirates game to be sworn in by retired Lt. Gen. William Pagonis.

"These are the kinds of celebrations they should be doing," said Kimberly Dunkovich, whose son participated in the on-field swear-in. "They are making a conscious effort to improve various parts of their lives."

Concluding the week-long celebration, was the formal banquet at Soldiers and Sailors Memorial Hall and Museum on the campus of the University of Pittsburgh honoring more than 300 high school seniors from 13 western Pennsylvania counties and 211 school districts.

"By stepping on this stage today you are making a step in the right direction, you are joining a select group that have served or are currently serving in the military and our Nation with distinction; you are now part of something larger than what you were before, congratulations and welcome. HOOAH, Army Strong!" said Brig. Gen. Mark Bellini, Deputy Chief of Staff, G-4, U.S. Army Europe and Seventh Army, and alumnus of Bethel Park High School, which had six enlistees honored at the ceremony.

"Walking into the Soldiers and Sailors Memorial on May 6 was exciting for me but the reason that I was there was even more inspiring. It was an honor to be recognized in front of my mother and peers. It's really great to know that we have the support of those around us as we embark on our new adventures in the military," said Brittany Garber, Bethel Park senior.



More than 180 Future Soldiers, Sailors, Airmen and Marines — all high school seniors — stepped out on the field of PNC Park during a Pirates game to be sworn in by retired Lt. Gen. William Pagonis.

GARY YON

Recruiter Nominates Educator for Gen. Colin Powell Service Award

During the Our Community Salutes tribute, Bethel Park High School educator Mark Render received the Gen. Colin L. Powell Service Award honoring an educator, administrator, counselor or coach who best represents, and presents career — military and civilian — opportunities, not only to the student body, but also at a district-wide level.

Render received the coveted award for his exemplary efforts in supporting Army programs within his school district. Over the past year, Render has provided access to a school that, in the past, was very limited to recruiting efforts. His commitment to Army programs started one year ago when he and Principal Zeb Jansante attended an educator tour. This opportunity provided both with the knowledge of Army programs in which they never knew before.

"He put his reputation on the line with the school administrators on the Army's behalf when he approached them about conducting testing which resulted in over 400 students tested and contributed to Pittsburgh MEPS reaching its testing goal in 2009," said Sgt. 1st Class Will Foy, Uniontown Recruiting Station Commander. Render works as a liaison between the Army and the school using Army Values as a teaching tool.

"The program is a great way to recognize those educators who stand out in supporting young men and women's choice to serve their nation upon graduation, as well as to affirm their decisions to become part of the military team. Having the community and educators involved by showing support at the beginning of the decision will go a long way for the morale of the individuals during training," said Foy, who nominated Render for the award.

Future Soldier Event Features Drill Sergeant Training, Recruit's 125-Pound Weight Loss Success Story

By Marie Haberstroh
Cleveland Battalion

The Warren Recruiting Company held a Future Soldier Event with drill sergeant Danny Belcher from Fort Knox, Ky., to educate Future Soldiers on the training they will receive.

"The training being provided to these Future Soldiers will help them rise above their peers during Basic Training," Belcher said. "They seem to grasp the tasks a little easier because it is a re-learned task instead of a first-time event. Everything is a perishable skill and repetition will help them retain what they are learning."

Belcher said the basic job of the drill sergeant is to provide the purpose, direction and motivation required for training while being fair and impartial during rewards as well as punishment.

One of the questions the Future Soldiers asked Belcher was if they were allowed to bring cell phones with them to basic. He said they are allowed, but they will not always have access to them. Another question was, "Does the drill sergeant yell?"

"I do not yell – I simply speak loud enough that no one else in their team will make the same mistake," he said.

One of the Future Soldiers on hand was 22-year-old Norman Carreiro II of Mogadore, Ohio, who lost 125 pounds to join the Army.

He said his motivation was his 3-year-old daughter. He was working a dead end job and had attempted college twice; he said he felt there were more opportunities with the Army.

Perseverance paid off for Carreiro. He first approached the National Guard but was rejected due to his weight. He spoke to the Marines, who rejected him over the phone. Undeterred, he went to the recruiting station to speak with them in person, but the Marine recruiter wasn't available. The Army recruiter was, however, and wanted to work with him to attain his goal of joining the military.

"The first 55 pounds were easy but then I hit a plateau," Carreiro said. He said he had to change his workout and diet to achieve the rest. He leaves this month for basic training.



Future Soldier Norman Carreiro II of Mogadore, Ohio, lost 125 pounds to join the Army. He was a size 52 waist and was motivated by his recruiter, Sgt. Jason Keats, who worked out with him to help him reach his goal.



KYLE KETHLY

A Future Soldier competes in a sit-up challenge, one of many activities offered at the Battle Shark Challenge Mega Future Soldier Event.

Southern California's Battle Shark Challenge

By Dee Borja
Southern California Battalion

Southern California Battalion's 2d Annual Battle Shark Challenge Mega Future Soldier event in April at Huntington Beach, Calif., brought together some 800 Future Soldiers and their family members. The day's activities consisted of a variety of sporting events that helped to cultivate leadership, morale, sustainment, and to strengthen the Future Soldiers' commitments to serving their country in the U.S. Army. There was teambuilding, friendly competition between recruiting companies from Riverside, Orange, San Bernardino, San Diego, and Imperial Counties, and partnership between Future Soldiers and Future Leaders.

The City of Huntington Beach and private businesses provided broad support to the event, including food and service. Guest speaker Dr. Laura Schlessinger, an avid Army supporter whose son is a Soldier deployed overseas, offered supportive advice to the family members who attended. Other guest speakers included Congressman Dana Rohrabacher, Maj. Gen. Howard Bromberg, Commanding General of Fort Bliss, Texas, and Col. Paul J. Laughlin from 11th Armored Cavalry Division at Fort Irwin, Calif.

The event closed with the recognition of the winners of the day's competitions. Redlands Company walked away with the Top PT Company trophy and also received top honors for Top Overall Company. The Top Soldier Skills trophy went to San Diego Company. The overall Top Future Soldier Individual Performer who won the grand prize, which was a surfboard, was Nicholas Badis from Redlands Company.

The winner of the main event, tug of war, was Newport Beach Company for the men, and the winning women's team represented all the companies.

Teacher, Daughter Join Army

Story and photo by Lee Elder
Nashville Battalion

A Louisville teacher is gearing up to leave the classroom and don Army green after more than a decade out of uniform. He's now joining his high school senior daughter as one of the Army's newest Future Soldiers.

Bruce Wallace, a science and history teacher at Knight Middle School, became intrigued when his daughter, Lauren, a Bullitt County High School senior, started talking to Army recruiters. While Lauren has enlisted as a watercraft engineer and will leave for basic training this month, Bruce is heading to Officer Candidate School in February 2011.

"I've missed it," Bruce said. "It's something I've thought about often, and I have waited for an opportunity to come back in."

Bruce, in the Navy for 10 years, served aboard three ships and was stationed in Guam, Long Beach and San Diego, Calif., and in Everett, Wash.

His final duty station was in Elizabethtown, Ky., where he served as a Navy recruiter. The responsibilities of being a newly single parent, however, caused him to leave the service late in 1999 to care for Lauren and her younger brother, Tyler.

After serving briefly in the Army Reserve, he left the service altogether to focus on his education and his family. He has taught for four years.

"I always knew he wanted to go back," Lauren said. "When I started talking about the Army, he really got into it. It sparked an old flame and he wanted to go back."

Her father's interest in the Army did not surprise her. Lauren said her father's experiences as a sailor made a deep impression on her as she began to ponder her own future.

"His time in the Navy was the best years of his life," Lauren said. "He loved the traveling, and that's what stuck out for me."

Lauren's mother, Teresa, is both a former sailor and a one-time Marine. Both parents encouraged Lauren to explore her options for military service.

"Both of my parents are proud of me," Lauren said. "They support every decision I've ever made."

While Lauren is at the typical age when many young people join the Army, it's a different story for Bruce. At 38, he will likely be one of the older officer candidates at Fort Benning, Ga. He said he's not worried about the generation gap as he strives for a second lieutenant's gold bar.

"After 10 years of active duty, I've heard the 'old man' jokes," Bruce said with a smile. "I look forward to the challenge."

"If anything, it will help motivate me to get through it."

Bruce hopes to be commissioned as a military intelligence officer and possibly stationed alongside Lauren.

Both Wallaces said they were very pleased with the work of the recruiters. Led by Sgt. 1st Class Jason Fellows, recruiters worked tirelessly to give father and daughter the Army opportunities they sought to better themselves.



Future Soldiers Lauren and Bruce Wallace surround Sgt. 1st Class Jason Fellows during one of their recent training sessions at Louisville's Preston Recruiting Station.



COURTESY PHOTO

Ohio State University Head Football Coach Jim Tressel Supports Future Soldier Events

Columbus Battalion

Ohio State University Head Football Coach Jim Tressel accepts an Army T-shirt from Columbus Company Commander Capt. Philip Demme. Tressel appeared at the company's recent Future Soldier event and spoke about the importance of their decision to enlist. He explained that though he never enlisted in the military he now wishes he had. He encouraged the students as he expressed his admiration for their being willing to defend our freedoms.

Tressel's previous trips to various posts in the U.S. and Iraq gave him insight into America's Soldiers. He said today's Soldiers are confident in what they are doing and that their motivation and morale are high.

Being an icon in college football, Tressel stayed around to sign autographs, pose for photos, and allow the Future Soldiers to talk with him. This not only gave them a once-in-a-lifetime chance to meet a famous coach, but to hear straight from him the importance of serving our country.

Houston NCO: Be Knowledgeable, True Leader

Story and photo by John L. Thompson III
Houston Battalion

The first contact many Soldiers have with the Army is the recruiter who helps them enlist. If that recruiter is someone like Staff Sgt. Paul Everhart, the impression is one that inspires and will last a military career.

Everhart said he believes what he does or fails to do for Future Soldiers impacts them and the future of the Army. Everhart, the Houston Battalion Noncommissioned Officer of the Month for May, said he ensures he provides tools his Future Soldiers will use for years to come.

“I will be the first actual leadership that these future Soldiers have and they will get their firsthand Army experience through me. By providing them with a positive role model of leadership, it will prepare them with what to expect. The lives of many other Soldiers can be in the hands of these Soldiers. It all initially starts at the recruiter level.”



Everhart said Future Soldiers expect their recruiter to have knowledge of basic training tasks. He said if a Future Soldier has a question, the NCO must know the subject intimately; “It’s a recruiter’s responsibility to be prepared.”

When talking to prospective Soldiers, Everhart uses a low-key approach and tells his Army story. He said, like many, he thought college was going to

be his biggest goal. But now, just seven years after high school, this Iraqi War veteran said kids can relate to how far in the military he has progressed because he attends college while he serves.

Everhart also said he takes advantage of the Hometown Recruiter Assistance Program. It is a matter of a couple of months from when the new Soldiers complete basic training and return to where they were recruited for a few weeks assisting recruiters before reporting to their first duty assignment.

“A lot of my biggest contracts that come into play are through referrals from these Soldiers.”

Not only did his father and uncle serve in the Army, but this past year Everhart enlisted his 20-year-old brother. Now a military policeman, his younger brother readies for his first deployment. Everhart said he knows the Army will take care of his brother like it did him during his own deployment to Iraq in 2005 to 2006.

One day Everhart will leave the recruiting mission behind. He acknowledges tomorrow’s Army will consist of the young men and women who he and fellow recruiters contract for the Army today.

“I’ve got to give it my all to get the right person to fill in a pair of boots because I am going to be serving with them. The day I get out of recruiting, some of these guys could be someone I may be working with and I may need to rely on.”



Future Soldiers prepare for a swear-in ceremony on Liberty Island June 14.

Recruiting Battalions Celebrate Army Birthday on Liberty Island

Story and photo by Emily Gockley
New York City Battalion

For the first time ever New York City and Mid-Atlantic Battalions celebrated the Army Birthday with a Future Soldier Swear-in Ceremony in front of the Statue of Liberty. Medal of Honor recipient retired Col. Jack Jacobs administered the Oath of Enlistment to more than 300 Future Soldiers June 14.

“I feel really excited about today. I enlisted because I love the Army, the discipline and everything,” said Sydia Victoria Brunet. Other Future Soldiers, Paul Burgos Matos, Martina Ruiz, Myces Pratt, and A.J. Oubida shared Sydia’s excitement about beginning their Army service.

The ceremony was followed by a cake-cutting at the back of the Statue of Liberty. The youngest Future Soldier from each battalion had the honor of cutting the cake with Jacobs.



First Sgt. Timothy Adcock receives a handshake and silver dollar from 2nd Lt. Tyler R. Gordy following Gordy's commissioning ceremony by Lt. Gen. Franklin L. Hagenbeck, Superintendent of the United States Military Academy at West Point.

Recruiter Receives Silver Dollar From New Officer

Story and photo by Ralph Krulder
1st Brigade

When 1st Sgt. Timothy Adcock was a recruiter at the Roseville, Calif., recruiting station in 2002, he never imagined eight years later he would be standing in front of one of his former Future Soldiers giving him his first salute and receiving a silver dollar from a newly commissioned second lieutenant.

But that is just what happened May 22 when 2nd Lt. Tyler R. Gordy received his first salute from Adcock. It is a time-honored military tradition for a newly commissioned officer to present a silver dollar to the first enlisted member from whom he or she receives a salute.

"I wouldn't have missed this for the world," said Adcock. "It means that much to me."

Gordy, who enlisted in the infantry, had his first assignment in the 101st Airborne Division's, 3d Battalion, 502d Infantry Regiment. The unit deployed and fought

in the invasion of Iraq.

While in Iraq, Gordy's vehicle was caught in an ambush. He was wounded and received the Army Commendation Medal with V device for valor and the Combat Infantrymen's Badge.

A hand grenade was thrown into his vehicle, seriously wounding the Soldier in the passenger seat. Gordy dismounted the vehicle and was wounded by shrapnel from another grenade. Despite his wounds, Gordy and another Soldier fought their way through the ambush, eliminating the enemy threat.

Upon his return, Gordy was accepted to the West Point Preparatory School at Fort Monmouth, N.J., and to the Military Academy in 2006. Throughout his initial enlistment and all throughout his years at West Point, Gordy kept in contact with Adcock, keeping him informed of his achievements and seeking advice on career moves, considering him a mentor, knowledgeable NCO and close friend.

While still a recruiter in California, Adcock also recruited Gordy's sister, Sarah, who served as an Army medic and completed a tour in Baghdad, as well. After having moved to another assignment, Adcock was instrumental in helping to enlist Gordy's brother, Kyle, also a medic, into the Army by working with the local recruiting station to help the process.

"When you're recruiting, you not only recruit the Future Soldier, you're also developing a relationship with the family, and this relationship goes a long way fostering stronger relationships throughout an entire community," said Adcock.



Staff Sgt. Louis and Kelsi Betanzos

Recruiter's Wife Excels Toward Becoming Army Officer

Seattle Battalion

In March 2010, Spokane Valley recruiter Staff Sgt. Louis Betanzos' wife, Kelsi, was accepted to Gonzaga University and the Gonzaga ROTC Battalion.

While juggling the demands of being an Army wife, mother, and leader of the Spokane Company Family Readiness Group leader, she found time to train for the physical and educational requirements to attend a private college and its ROTC program.

She also received a student enrichment scholarship worth \$18,000 and will graduate in 2012 with a bachelor's degree in psychology and be commissioned as a second lieutenant in the Army Reserve.

This summer Kelsi is attending the Leader's Training Course at Fort Knox before beginning her studies to achieve her goal of becoming an officer.

Betanzos said he is extremely proud of his wife's accomplishments.

"Being able to balance everything so well with a level head is amazing," he said.

Betanzos, an infantryman, has deployed with the 1st Cavalry at Fort Hood, Texas, in support of Operation Iraqi Freedom. During his short career as an Army recruiter he has quickly become one of the best producing recruiters in the Spokane Company. He and Kelsi have a one-year-old daughter, Kalin.

Defense Secretary Reviews Military Spouse Career Advancement Accounts Program

By Donna Miles
American Forces Press Service

Defense Secretary Robert M. Gates is grappling with the best way to reopen the Military Spouse Career Advancement Accounts program to new applicants, concerned that the program has morphed beyond its original intent and cost estimates, Pentagon Press Secretary Geoff Morrell said recently.

Gates believes the program, commonly known as MyCAA, was designed to provide military spouses portable career skills that would help them find jobs after making permanent change-of-station moves, Morrell said. He offered examples: real estate licenses or home health-care provider accreditations.

But in many cases, Morrell said, the MyCAA program has become an avenue for military spouses to pursue four-year degrees and other, longer-term educational opportunities now provided through the new Post-9/11 GI Bill.

“That is not what MyCAA was designed for,” the press secretary said.

Enrollment in MyCAA skyrocketed in January, overwhelming the system and causing the program to nearly reach its budget threshold. As a result, the Defense Department temporarily halted new enrollments in February pending a top-to-bottom review.

More than 136,000 spouses who had already established MyCAA accounts continue to receive program benefits.

As the secretary considers the best way to resume the program fully, he is wrestling to determine, “given the sudden groundswell of interest in this program, how do we manage that interest, how do we focus it on what it was meant for [and] how to we handle it from a budgetary perspective?” Morrell said.

Gates must decide: “Do we refine this back to what it was originally intended to be — an opportunity for people to relatively quickly gain a very portable skill that would make them employable wherever they lived, or what it has morphed into — an opportunity for people to pursue a range of educational opportunities?” Morrell said.

Morrell said he expects a decision relatively soon.

DoD Launches Personalized Quit Tobacco Training

By Abby Friedman

The Department of Defense launched Train2Quit, an innovative Web-based tobacco cessation training specifically designed for military personnel and families.

Train2Quit is a step-by-step process with proven methods and interactive activities and tools to help tobacco users quit for good.

The free customizable training, accessible anytime to servicemembers online, is the newest, most comprehensive addition to the DoD campaign, Quit Tobacco-Make Everyone Proud (QTMEP).

“Soldiers, sailors, airmen and Marines are used to training. Train2Quit doesn’t take eight weeks or even eight hours. And although quitting tobacco is tough, we know members of the Armed Forces are even tougher. They can get through this unique and easy-to-use online training to get quit-and stay quit.” said Capt. David Arday, M.D., a U.S. Public Health Service officer and chairman of the DoD Alcohol and Tobacco Advisory Committee.

Train2Quit accommodates users based on where they are in the process of quitting tobacco, whether thinking about quitting or in the midst of a quit attempt. A self-assessment tool during enrollment



determines where users fall on the spectrum and starts them in the corresponding module. The training then offers customized tools and individual support based on their specific situation and stage in the quit process.

Tobacco users who get support are more likely to succeed in their quit attempt. Those who use a tailored interactive online program can double their chance of becoming tobacco free, especially when used in conjunction with counseling and medications.

Train2Quit is a customized interactive support system that provides service men and women with access to personalized Web-based resources 365 days a year, 24 hours a day. Anonymous live chatting with expert quit coaches is currently available from 8:30 a.m. to 10 p.m. EST, and will soon be available 24 hours a day.

The training consists of a self-paced

series of four modules based on Prochaska and DiClemente’s Stages of Change model of behavior change.

The curriculum, developed in consultation with certified tobacco cessation specialists, incorporates U.S. Public Health Service tobacco cessation guidelines and best practices.

Users can stop at any point in the process and then re-start where they left off, tracking their progress through the training. After successfully going through all four modules, they receive a certificate of completion.

“I urge military servicemembers who use tobacco to enroll in this new training,” said Arday. “Receiving support whenever it’s convenient in their busy and changing schedules gives them a real advantage to succeed in becoming tobacco-free, particularly used as an adjunct to counseling and medications.”

Army Marksmanship Unit Soldiers Dominate 2010 Interservice Pistol Championship

Story and photo by Michael Molinaro
U.S. Army Marksmanship Unit

The Army prevailed once again as Soldiers with the U.S. Army Marksmanship Unit dominated the competition at the 51st Interservice Pistol championship matches held June 14-18.

Staff Sgt. Robert Park II, USAMU, won the overall individual championship for the first time in one of the closest competitions in the history of the 51-year-old event. Park tallied a score of 3515-182x, beating the USAMU's Sgt. 1st Class James Henderson, the two-time defending champion, by one point and fellow USAMU Soldier Staff Sgt. Patrick Franks by two points. Park was also a member of the first-place winning team U.S. Army Blue, giving the Army and the USAMU a clean sweep.

"This is a big deal for me," the champion remarked. "This is one of the ones I really wanted to win. I've come in second twice and third a few times and it's a lot of prestige for a military guy to be the best shooter there is in the military. It gives me something to stand on when I teach my marksmanship to Soldiers."

Park is one of the USAMU's top marksmanship instructors and is slated to deploy this fall to Afghanistan as part of a cross-functional team of USAMU Soldiers training Afghan National Army Soldiers on the fundamentals of marksmanship. He feels that competitions like these are critical to the overall mission of the USAMU and the military as a whole.

"This match is all about learning how to better instruct and better put these skills in Soldiers' hands, especially with the war," Park said. "It's very important. We're one force. We're the United States military and its one fight. We compete and we want (the Army) to win but when it comes down to it we're all trying to do one thing and pass these skills to combat Soldiers."

More than 100 marksmen representing all services competed in the annual event, which promotes a friendly yet fierce competition that also acts as the ultimate training event. It allows servicemembers to share techniques, develop new ideas and



Staff Sgt. Robert Park (center), U.S. Army Marksmanship Unit, fires downrange June 17 during the 51st Interservice Pistol Championships. Park won the overall individual championship and was a member of the U.S. Army Blue team, the overall team champions for 2010.

enhance the overall combat readiness of the military.

Shooters compete with four different calibers of pistol, shooting one gun a day in individual and team matches. It makes it important that the competitors are proficient in a broad array of pistols and enables the competition to crown the best of the best.

Besides winning the overall championship, Park also won seven other individual titles, including the 2700 aggregate and .22-caliber individual aggregate championship.

USAMU Soldiers Staff Sgt. Timothy Barber (centerfire), Franks (.45-cal) and Staff Sgt. Lyman Grover (service pistol) won the other individual aggregate titles. The USAMU's Sgt. Lawrence Cleveland won the Excellence-in-Competition match.

The high shooters from each service were recognized as champions and won a pistol for their accomplishment. Park won for the Army. The other winners were: Marine Cpl. Luis Esparza; Navy Lt. Cdr. Matt Bartel; Airman Col. Mark Hays; and high guardsman/reservist went to Army Reservist Master Sgt. Robert Mango.

Members of the first-place winning U.S. Army Blue team were Park, Grover, Henderson, Cleveland, Sgt. 1st Class Gregory Wilson and Staff Sgt. Jason Sargent.

U.S. Army Grey took second place and U.S. Army Reserve Team Black earned

third place. The South Carolina National Guard team won the post/station championship for smaller teams.

Called the "Home of Champions" and putting their reputation on the line time after time against the best the nation and the world has to offer, the Soldiers of the USAMU continue to excel and hone their talents that they ultimately pass off to Soldiers headed to harm's way.

"We won the team championship and we won all of the individual matches that could be won here at the Interservice Pistol matches," Park concluded. "The U.S. Army Marksmanship Unit service pistol team is the best in the nation. I think we proved that here."

USAMU to Host Pistol, Rifle Coaches Courses

U.S. Army Marksmanship Unit

The U.S. Army Marksmanship Unit will host a Level 1 Rifle Coach Course Sept. 11-12 and a Level 1 Pistol Coach Course Sept. 18-19 at Fort Benning, Ga., inside the USAMU conference room.

The cost of each course is \$125. Classes start at 8 a.m. and conclude at 4 p.m. each day. Each participant will be awarded a Level 1 Coach Certification upon successful completion of the course.

The NRA, Civilian Marksmanship Program, and USA Shooting co-sponsor the Coaches Programs. Each participant must provide their own lodging and meals.

For more information contact Rick Hawkins at (706) 545-3893, or e-mail richard.hawkins@usaac.army.mil.

Puerto Rican Soldiers, Families, Recruits Need New Birth Certificates

By Elaine Wilson
American Forces Press Service

Servicemembers and their families who were born in Puerto Rico need to obtain a new birth certificate as of July 1, although the Defense Department will honor the certificate they used to establish their identity and to enroll for military benefits prior to that date, a defense official said.

The Puerto Rican government, in cooperation with the departments of State and Homeland Security, has enacted a new law that invalidates all Puerto Rico birth certificates issued on or before June 30. The law, which took effect July 1, is intended to combat the fraudulent use of Puerto Rico birth certificates to obtain U.S. passports, Social Security benefits and other federal services, according to the Puerto Rico Federal Affairs Administration.

Within DoD, officials will accept only the new, certified birth certificate for initial enrollment into the Defense Eligibility Enrollment Reporting System as of July 1, said Heidi Boyd, senior policy analyst for Defense Department ID card policy. DEERS is the department's database of servicemembers, family members and others who are eligible for military benefits, including the Tricare military health plan.

However, birth certificates used by servicemembers and their families to enroll in DEERS prior to July 1 will remain valid and they will remain enrolled, she said.

Still, Boyd recommends that servicemembers, their families, DoD civilians and contractors born in Puerto Rico apply for a new birth certificate for identification purposes, including ID card renewal.

"People with an old birth certificate should do the best they can to get a new one as quickly as possible," she advised. "And we'll do everything we can to make sure the process is easy for them and benefits are not disrupted."

People can apply for a new certificate online at <http://pr.gov>.

Those who have applied for but haven't yet received the new birth certificate and require DEERS enrollment or an ID card issuance or renewal can obtain a temporary 90-day card through their military service branch, Boyd said.

Webmail 2 Brings Major Improvements to AKO E-mail

By Sheldon S. Smith
Army Knowledge Online/Defense Knowledge Online

Members of the Defense community who use Army Knowledge Online/Defense Knowledge Online webmail now have better ways to communicate online.

A new interface, "Webmail 2," upgrades AKO secure e-mail messaging with improved calendar and task functions, enhanced address book access, and one gigabyte of mailbox storage for common access card users.

With nearly 2.3 million users, AKO/DKO is the nation's largest organizational intranet. Nearly 70 percent of AKO account holders use webmail on a regular basis, with many using AKO/DKO as their only business e-mail. In a typical month, more than 300 million e-mail messages are sent through AKO/DKO.

"This is a significant e-mail upgrade since we are providing users with a drag-and-drop Web interface that will make using e-mail, calendar, tasks and contacts much easier," said Kenneth Fritzsche, product director for AKO/DKO.

"Webmail 2 gives our users the same types of capabilities that they would have if they were in an office using popular desktop clients such as Outlook or Thunderbird on an Exchange-type e-mail server," said Patrick O'Brien, chief engineer for AKO Enterprise Mail.

The main benefits of AKO/DKO webmail are secure portability and availability.

"Users can log on and manage their e-mail or their calendars anywhere there's an internet connection," said Fritzsche. "Strong authentication coupled with knowledge-based authentication makes their access secure, and users can digitally sign messages."

KBA strengthens security by requiring users to click on the correct responses to three "secret" questions. AKO/DKO randomly generates these questions based on a larger set of questions answered by users during the KBA set-up process.

AKO/DKO users will notice a tabbed interface and right-click functions similar to Windows-based products. Webmail 2 even offers a built-in instant messaging feature with presence awareness that allows users to see colleagues or buddies online and chat with them right away. This feature is connected to the AKO/DKO IM chat application.

"We've worked with our vendors to make improvements based on feedback from users, and are implementing this product upgrade in an attempt to satisfy their needs," said Fritzsche. "You will notice a huge improvement in our calendar, which streamlines processes that were more difficult in the previous version. Plus, Webmail 2 just looks better."

A significant upgrade is a feature that allows AKO/DKO users to share calendars with other users, anywhere in the world. Previously, calendars between AKO and non-AKO users could only be shared within the same network domain. Webmail 2 provides drag-and-drop convenience to allow users to organize and make changes to meetings and other events.

Users can find AKO/DKO colleagues more quickly with enhanced search capabilities and better access to the massive AKO/DKO global address list or GAL. Users can access the same address book at work, home and on their government-issued mobile devices.

Go Mobile is an initiative to further develop technology that puts the capabilities and security of AKO/DKO in the palm of the user's hand. Through Go Mobile, AKO/DKO will host a growing portfolio of applications similar to those available through commercial wireless providers.

Another e-mail option is Outlook Connector, a third-party e-mail client that allows users to access AKO/DKO e-mail and its resources through Microsoft Outlook on a laptop or PC without logging into the AKO/DKO portal, and without accessing a Microsoft Exchange server.

AKO/DKO account holders who wish to try Webmail 2 can log on to the following URL: <https://webmail2.us.army.mil>.

For deployed users, the AKO/DKO mail team is developing a slimmed-down version of Webmail 2 that's adapted for low-band-width environments.

GOLD BADGES

ALBANY

SFC Ricky Taylor
SSG Judith Aiksnoras
SSG Joshua Grube
SGT Juan Felipecardenas
SGT Jennifer Ortiz

COLUMBUS

SSG Mark Bolin

GREAT LAKES

SSG Dennis Flickinger
SSG Nicholas Jackson
SGT Jonathan Carmichael
SGT George Goodrich
SGT Michael Hamstra
SGT Zachary Hill
SGT Rebecca Phillips
SGT Sandval Pitts
SGT Jamey Wooten

HOUSTON

SFC Tyrone Berry
SFC Leland Cannon
SSG Gustavo Canales

JACKSONVILLE

SFC Aaron Haney
SSG Samuel Crisp
SSG Miracle Frazier
SGT Aaron Compton
SGT Robert Echols

NEW ENGLAND

SSG Christopher Briere
SGT Nathan Brimmer
SGT Matthew Thornton

NEW YORK CITY

SSG Patrick Bush
SGT Nathalee Forbes
SGT Ramon Perezlora

PHOENIX

SSG Jason Erickson

PORTLAND

SSG Todd Arney
SSG Nicholas Berkey

TAMPA

SSG Yeimie Daly
SSG Jessica Dickinson
SSG Gregory Point Du Jour
SGT Alejandro Gonzalez-Sanchez

RECRUITER RINGS

1ST MRB

1LT Daniel Callahan

5TH MRB

CPT Angela Slitzer

ALBANY

SSG Ray Rabideau

ATLANTA

SSG Arsalan Khan

CHICAGO

SFC Tammy Harris
SFC Stefan Roberts
SSG Caleka Booker
SSG Rashad Easton
SSG Maria George
SSG Clinton Lyons
SSG Roy Pointer
SGT Jabar Harris
SGT Clinton Lancaster

CLEVELAND

SSG Christopher Adkins
SSG Rodney Garrett
SSG Jeremiah Gooden
SSG Ryan Harp
SGT Matthew Smith

COLUMBIA

SFC Ian Bernard
SSG Virshelle Dugger
SSG Kelvin Lovelist
SSG William Walthers
SSG Steven Waugh
SGT Samuel Williams

COLUMBUS

SSG Walter Neidig

DENVER

SFC Joseph Davis

FRESNO

SSG Adrian Urrutia
SGT Miguel Galvez
SGT Kenneth Moore
SGT Martin Olivarez

GREAT LAKES

SFC Jason Mitchell
SSG Andy Sandoval

INDIANAPOLIS

SFC Harvey Walton
SSG Henry Brylowski

JACKSONVILLE

SSG Kevin Hunter
SGT Brian Mann

MIAMI

SSG Christopher Ortega

MONTGOMERY

SGT Antoinette Crutchfield

NEW ENGLAND

SFC William Rose

PHOENIX

SFC Kendrick Little
SSG Alexander Kolski

SACRAMENTO

SFC John Cortez

SALT LAKE CITY

SSG Timothy Roberts
SGT Christopher Byers

SAN ANTONIO

SSG Tommy Odell

SEATTLE

SSG Keith Caldwell
SSG Christopher Dollar
SSG Raymond Mobley
SSG Gregory Theriault
SGT Tamara Bonner
SGT Dennis Dorthy

SOUTHERN CALIFORNIA

SSG Elise Gonzales
SSG Mark Johns
SSG Siclali Ramirez
SSG Shaquita Ware
SGT James Muller
SGT Roberto Ordonez

TAMPA

SGT Armando Matias

MORRELL AWARDS

1ST MRB

CPT Brett Phillips

5TH MRB

SFC Robert Gerace

ATLANTA

SFC Christopher Baetz

CHICAGO

1SG Charles Peterson
SSG Orlando Lang
SSG Duggan Myron

CLEVELAND

SFC Kevin Schoen
SFC Cheri Thayer
SFC Eugene Weems
SSG Laura Spencer

COLUMBIA

SFC Shannon West
SSG Alesia Adams
SSG Christopher Moser
SSG David Parsons
SSG Joshua Ring

COLUMBUS

SFC William Howard
SSG Paul Mccabe

DENVER

SSG Shaune Moore
SSG Robert Ruge

FRESNO

SFC Anthony Cardoza
SSG Arthur Escalera
SSG Larry Sanders

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SSG Christopher Blake
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HOUSTON

SFC Robert Crothers
SFC Trent Roberson

INDIANAPOLIS

SFC Jonathan Rosemeyer
SSG Glenn Jalivay
SSG Paul Ney

JACKSONVILLE

SSG Tyrone Dixon

MONTGOMERY

SFC Donnie Bridges
SFC Joseph Miller
SSG Felicia Bryant

NEW ENGLAND

SFC Dante Duarte

NEW YORK CITY

SFC James Robinson

PORTLAND

SFC Thomas Asis
SSG Shaun Umi

SACRAMENTO

SSG Shawn Nield

SALT LAKE CITY

SFC Matthew Flood
SSG Christopher Gage
SSG Guy Holmes
SSG Derek Remaley

SAN ANTONIO

SSG Jorge Fernandez
SSG Justin Stevenson

SEATTLE

MSG Samuel Stroud
SFC Kevin Hutchins
SSG Gregory Corbett
SSG Enrique Merrell
SSG Gregory Roby

SOUTHERN CALIFORNIA

SFC Nathaniel Williams
SSG Jonathon Watson

TAMPA

SSG Justine Barnes
SSG William Gazdagh

1. A technique you can use to determine whether or not your prospect is ready to make a commitment is called a _____.

- a. Decision point
- b. Blueprint
- c. Temperature check
- d. Stop-and-check

2. You are about to conduct an Army interview with a high school graduate. You spoke with the prospect earlier in the week and set up the interview. When the prospect arrives, you must establish trust and credibility. Which statement is a good example of breaking the ice with the prospect?

- a. "I just wanted to let you know that you cannot join the Army today."
- b. "What can you offer the Army?"
- c. "So I hear you want to enlist!"
- d. "We're here to see if the Army is a fit for you."

3. You are preparing to conduct an Army interview. Which of the following best describes your role in determining the prospect's qualifications?

- a. Squad leader
- b. Human resource representative
- c. Legal representative
- d. Sales representative

4. When discussing Army opportunities, you must follow the areas expressed in the acronym SOLDIER. What does the "I" in the acronym represent?

- a. Income
- b. Insurance
- c. Interview
- d. Interpret

5. During your Army interview with a high school senior, you are trying to determine the prospect's goals and motives. The prospect tells you she is thinking of attending the local community college because her older brother and sister went there. Which response will help you get a better idea of the prospect's desires?

- a. "I can see why you want to go there, too."
- b. "So it's a family tradition, isn't it?"
- c. "Playing it rather safe aren't you?"
- d. "What do you want to do, Jill?"

6. You are conducting an Army interview with a college freshman. The prospect is balking at making a decision. How can you identify the root cause of the obstacle?

- a. "Isn't it true the Army will provide you with a secure job and benefits?"
- b. "Don't you think you can benefit from enlisting?"
- c. "Do you have concerns about enlisting?"
- d. "John, what is causing you to hesitate about making a decision?"

7. During your Army interview with a high school senior, the prospect starts to feel overwhelmed with all of the career goal alternatives. What tool should the prospect use to compare career goal alternatives?

- a. Future Soldier Remote Reservation System
- b. School and Occupational Data System
- c. Army Recruiting Compensation Advantage (ARCA) System
- d. Armed Forces Qualification Test

8. The _____ is a percentile score used to determine minimum military mental qualifications and specific enlistment options.

- a. Armed Forces Qualification Test (AFQT)
- b. Armed Services Vocational Aptitude Battery (ASVAB)
- c. Line score
- d. Prequalification score

9. _____ matches the applicant's abilities to specific job offerings.

- a. Armed Forces Qualification Test (AFQT)
- b. Line scores
- c. Armed Services Vocational Aptitude Battery (ASVAB)
- d. Aptitude testing

10. You are conducting an Army interview with a college freshman. The prospect tells you that they are interested in getting a business degree. Which statement/question will further delve into the prospect's goals and motives?

- a. "Let me tell you about the GI Bill and Loan Repayment Programs."
- b. "Don't you agree the Army can help you with your goals?"
- c. "A business degree can really take you places."
- d. "Tell me more about what you want to do with your degree."

The answer key is on Recruiting ProNet. Look for the Recruiter Journal Test Answer link in the left column.

If you want to see the answer key, you must be a member of Recruiting ProNet. If you're not already a member, you're missing out on a great way to learn from other recruiting professionals. To apply for membership, click "Become a member" on the Recruiting ProNet home page: <https://forums.bcks.army.mil/secure/CommunityBrowser.aspx?id=51486>.

PHASE LINE SUCCESS



1st Brigade



2d Brigade



3d Brigade



5th Brigade



6th Brigade



Medical Brigade

May Fiscal Year 2010

Top Large Station

Worcester
Albany

Greenville
Columbia

Burnsville
Minneapolis

Texarkana
Oklahoma City

Garden Grove
Southern California

Nashville
2d MRB

Top Small Station

Prince Frederick
Baltimore

McComb
Baton Rouge

Aberdeen
Minneapolis

Cheyenne
Denver

Bellingham
Seattle

Charleston
2d MRB

Top Company

James River
Beckley

Daytona Beach
Tampa

Battle Creek
Great Lakes

San Antonio West
San Antonio

Riverside
Southern California

Denver
6th MRB

Top Battalion

Beckley

Raleigh

Great Lakes

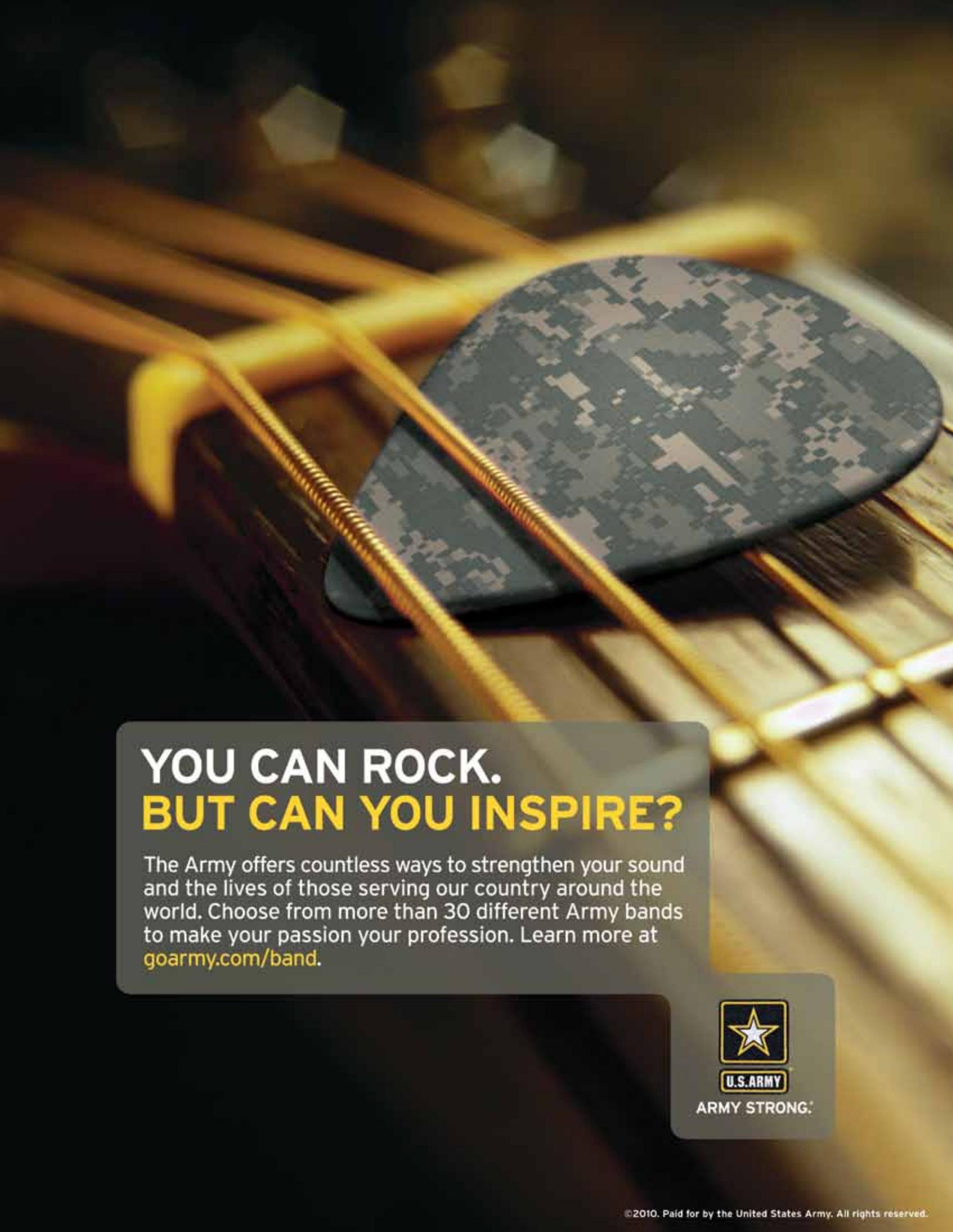
None

Southern California

6th MRB



**August is Antiterrorism Awareness Month
See Something - Say Something**



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