

Effective 30 April 1996

**Information Management: Publishing and Printing**

**Recruiter Business Cards**

This UPDATE printing publishes a revised USAREC regulation which is effective 30 April 1996.

For the Commander:

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**Summary.** This regulation establishes policies and procedures for the procurement of recruiter business cards for the United States Army Recruiting Command.

**Applicability.** This regulation is applicable to all elements of the United States Army Recruiting Command.

**Impact of New Manning System.** This regula-

tion does not contain information that affects the New Manning System.

**Supplementation.** Supplementation of this regulation is prohibited.

**Suggested improvements.** The proponent agency of this regulation is the Office of the Director of Information Management. Users are invited to send comments and suggested im-

provements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to HQ USAREC (RCIM-RMP-AS), Fort Knox, KY 40121-2726.

**Distribution.** Distribution of this regulation has been made in accordance with USAREC Pam 25-30, distribution C. This regulation is published in the Recruiting Brigade and Battalion Operations UPDATE.

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**1. Purpose**

This regulation establishes policies and procedures for the procurement of recruiter business cards for the United States Army Recruiting Command (USAREC).

**2. References**

- a. Related publication. AR 25-30 (The Army Integrated Publishing and Printing Program).
- b. Required form. USAREC Fm 386 (Request for Recruiter Business Cards).

**3. Explanation of abbreviations**

- a. AMEDD — Army Medical Department
- b. HQ USAREC — Headquarters, United States Army Recruiting Command
- c. Rctg Bde — recruiting brigade
- d. Rctg Bn — recruiting battalion
- e. RSB — United States Army Recruiting Support Battalion
- f. SGM — sergeant major
- g. USAREC — United States Army Recruiting Command

**4. Policy**

- a. A national program for recruiter business

cards will be administered at the Headquarters, United States Army Recruiting Command (HQ USAREC) level. The following restrictions apply in obtaining these cards:

(1) The cards must be obtained through the Government Printing Office on a term contract (administered at HQ USAREC).

(2) The cards must contain information that will clearly identify the persons as recruiters.

(3) The cards will be printed in one color ink (black). They will not be embossed or engraved.

b. Recruiters are not authorized to procure recruiter business cards at their own expense, unless they conform to the requirements in (2) and (3) above.

c. Recruiter business cards will be procured at Government expense only for the following:

- (1) Commanding General, USAREC
- (2) Deputy Commanding Generals, USAREC.
- (3) Recruiting brigade (Rctg Bde) commanders and the Commander, United States Army Recruiting Support Battalion (RSB).
- (4) Army Medical Department (AMEDD) detachment commanders.
- (5) Rctg Bde deputy commanders.
- (6) Recruiting battalion (Rctg Bn) commanders.
- (7) Recruiting company commanders and recruiting team leaders (AMEDD).
- (8) AMEDD detachment first sergeants, recruiting first sergeants (recruiting company levels only), and recruiting team noncommissioned officers in charge (AMEDD).
- (9) Recruiting station commanders.
- (10) Army field recruiters.
- (11) Army health care recruiters.

(12) Army Reserve recruiters attached to or under operational control of USAREC due to the USAREC Army Reserve Recruiting Program.

(13) Reserve Components Transition non-commissioned officers.

(14) College programs officers.

(15) Warrant officer recruiters.

(16) Recruit the recruiter recruiters.

(17) Training base liaison noncommissioned officers.

(18) Army exhibit specialists.

(19) USAREC band liaisons.

(20) Education services specialists (Rctg Bde and Rctg Bn level only).

(21) Advertising and public affairs chiefs (Rctg Bde and Rctg Bn level only).

(22) USAREC and Rctg Bde command sergeants major (SGM).

(23) Rctg Bn SGM and RSB SGM.

d. Personnel identified in c above are authorized an annual allotment of 1,000 recruiter business cards from date of last request.

e. Personnel identified in c above may, if desired, use a rubber stamp to imprint the reverse side of their recruiter business cards for scheduling future appointments (see fig 1) or other initiatives.

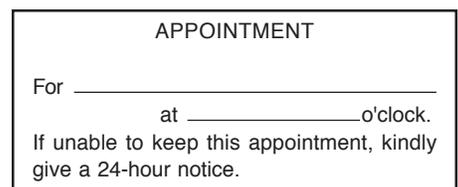


Figure 1. Sample of a rubber stamp imprint

\*This regulation supersedes USAREC Regulation 25-30, 12 February 1990.

f. Authorized personnel who want to imprint appointment scheduling on the reverse side of their recruiter business cards will submit a request for a rubber stamp through proper supply channels to their respective Rctg Bn supply officer. Utilizing local funds, Rctg Bns will take necessary action to procure rubber stamps as they are requested.

## **5. Responsibilities**

a. Director of Information Management is responsible for the procurement of all recruiter business cards.

b. Rctg Bn commanders are responsible for proper submission of requests for recruiter business cards from recruiters assigned to their respective Rctg Bn.

c. Personnel authorized recruiter business cards are responsible for:

(1) Requesting their annual allotment of recruiter business cards.

(2) Accuracy of information on USAREC Fm 386 (Request for Recruiter Business Cards).

(3) Programming use of recruiter business cards to ensure 12-month usage.

## **6. Procedures**

a. To request recruiter business cards, personnel authorized in paragraph 4c will complete USAREC Fm 386 in accordance with the sample illustrated at figure 2. First name, middle initial, and last name only will be used; nicknames are not authorized. Rank will be spelled out. Titles will be indicated as authorized in paragraph 4c. Completed USAREC Fm 386 will be mailed to HQ USAREC (RCIM-RMP-AS).

b. Recruiter business cards will be ordered:

(1) Upon initial assignment.

(2) Upon annual renewal.

(3) Upon change in rank.

(4) Upon change of address.

(5) Upon change of assignment.

(6) When good reason exists other than those described above.

c. Director of Information Management will:

(1) Approve or disapprove requests for recruiter business cards.

(2) Forward orders for recruiter business cards to the designated vendor and Government Printing Office, Regional Printing Procurement Office on a daily basis.

(3) Maintain a suspense file on all incoming orders.

d. Printed recruiter business cards will be shipped directly to the requestor from the vendor.

e. Recruiter business cards should be received from the vendor within 30 working days from date of submission of request. If, after 35 working days, cards are not received, inquiry should be made to HQ USAREC (RCIM-RMP-AS), or telephone DSN 536-0052 or commercial (502) 626-0052. Duplicate requests will not be submitted unless directed by this headquarters.

