



# Guardian of Strength

January 2012  
Volume 1, Issue 1

## From the Division Chief, ARNG-GSS



During a weekend camp out, a Scout Master asked three young Boy Scouts, serving as patrol leaders, to identify their greatest skill they learned as a Boy Scout. The first patrol leader responded he could build a fire with only one match. That, he replied, was his greatest skill. The Scout Master acknowledged the first patrol leader and that he might need that skill one day in a survival situation.

The second patrol leader explained the pioneering skills he learned as a Boy Scout were his greatest skill. The Scout Master responded that those skills would prove beneficial as the young Scout worked to achieve Eagle.

Finally, the Scout Master prompted the third patrol leader to reveal the greatest skill he had learned as a Boy Scout. The young Scout paused for a moment and then replied that he could sleep on a dark and stormy night. This response bewildered the Scout Master. Given that the other Scouts began to laugh at the third patrol leader's response, the Scout Master graciously acknowledged the response and then released the Scouts to bed down for the night. After the Scouts had all gone to bed, the Scout Master himself retired for the night.

Very early and before daylight the next morning, a terrible storm unexpectedly blew into the

campsite. The Scout Master was awakened, not by the storm, but from the yelling and screaming from the adjacent patrol leader campsites. The Scout Master hurriedly moved from his tent with rain gear and flashlight in hand. He immediately approached the first patrol leader's camp to find a chaotic situation. Several of the tents had caved in from the rain, water was rushing from under many of the tents, and most all of the Scout's gear was wet. The Scout Master gave the patrol leader instructions and then headed to link up with the second patrol leader. Upon arrival, he found much of the same as from the first patrol leader.

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**The Guardian of Strength** is the quarterly newsletter created for the Army National Guard Strength Maintenance community. It provides important news and information for those serving in the Guard's Recruiting and Retention Battalions. It also provides news about upcoming national and regional Guard events and activities.

If there is something you feel would improve this newsletter, or if you wish to see a regular feature, e-mail your suggestions to SGM Christopher Curtis at [christopher.j.curtis@us.army.mil](mailto:christopher.j.curtis@us.army.mil).

## Sergeants Major Corner



Staying focused on the three tenets of Strength Maintenance—recruiting, retention, and attrition management—is critical to sustaining our Army National Guard. The cost associated with our business—the task of protecting community and country—makes it impractical to employ any other approach to readiness. Because of this philosophy, the 79T is one of the most unique Military Occupational Specialties in the military.

the focal point of our mission and the envy of those not up to the challenge. Every 79T has their sights on earning the Expert Badge. The Latin word PERITUS, meaning skilled or expert, and proudly displayed on the Expert Recruiting and Retention Badge, is fitting for subject matter experts in our profession.

*Strength Maintenance is everyone's responsibility*

A Recruiting and Retention NCO (RRNCO) stands out among Guard Soldiers and among our US Army counterparts. We possess the only Special Skill Badge (SSB) dedicated solely to the Guard. All three components of the Army can wear similar SSBs, but only the Guard Recruiting and Retention NCOs and officers can wear the ARNG Recruiting and Retention Badge. It is, and continues to be,

It is also fitting for RRNCOs serving in Guard units throughout the United States. According to our regulation, NGR 601-1, the Strength Maintenance Program is everyone's responsibility—from the Director of the Army National Guard to the First Line Leader. However, the heavy lifting and ultimate execution falls on the RRNCO.

During the 2011 Director's Strength Maintenance Awards Ceremony, we conducted "Best Practices" interviews—dialogue discovering how the Guard's top eight recruiters function on a daily basis. Continuous prospecting, time management, and a rapport with their High Schools and colleges led to these RRNCO's success. Footage from this event will be used as a training tool, both at the Strength Maintenance Training Center and within State Recruiting and Retention Battalions.

NGB-GSS continues to work hard to support your efforts. From our foxhole, we have forged and improved our communications with the National Recruiting and Retention Advisory Committee and CSM Subcommittee. Both NGB-GSS and the NRRAC are engaged in the enhancement of our Strength Maintenance Programs. Success is inevitable!

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## From the Division Chief ARNG-GSS

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Again, the Scout Master gave instructions and calmed the Scouts as best he could.

The Scout Master then proceeded to the third and final campsite. To his concern, he had difficulty locating the third patrol leader's campsite in the dark. Finally, the Scout Master's flashlight glanced off one of the third patrol's rain tarps. There was no movement in the campsite. Scouts staked every tent tightly and meticulously dug rain trenches around the base of each. They covered their firewood as well as the supply boxes. Everything in the campsite was as it should be. It was at that very moment, while standing in the

rain, the Scout Master understood what the young Scout meant the previous night when he stated he could sleep on a dark and stormy night. The young man valued every fundamental skill he learned as a Scout and used them consistently to ensure he is prepared for what may come in the night or during the day.

We all have storms in our lives. The key to weathering those storms is how well we prepare. Most issues are resolved with basic fundamental skills we learned very early in life from family, friends, mentors, and peers. Our role as the GSS Division is to ensure we provide the proper guidance and resources to the field to ensure your success. We will continue to face storms as we work to ensure the Army

National Guard continues to be a relevant force in the DOD arsenal. The recruiting environment will continue to be more challenging, resources will continue to dwindle, and because of this, relationships both internal and external will be tested. However, the storms do not define who we are. The manner by which we weather the storms and place our stakes on the high ground determines who we are as leaders at every level. Plan for the unexpected, always have a contingency, never depart from the Seven Army Values, strive to improve mentally, physically, and spiritually every day and you will always be prepared for what may come.

So I ask, can you sleep on a dark and stormy night?



## Accessions Branch

**LDR:** The Low Density Recruiting (LDR) Program's core function is to facilitate the transition of Active Component Soldiers who hold Low Density Military Occupation Specialties (MOS), such as Military Intelligence and other MOSs that are in high demand within the ARNG. The LDR Program has multiple functions.

- Facilitates the assignment of geographically-constrained Soldiers, who hold an approved ARNG LDR MOS, to a valid vacancy within the ARNG.
- Assists local RRNCOs to identify prospects who meet the requirements of these critical MOSs and locates units for future assignment.
- The Program has recently expanded to include the ARNG Warrant Officer Enlistment Option (09W).

Each region is supported by a regional coordinator who is strategically located throughout the CONUS and OCONUS, and can be contacted via [www.ldrprogram.com](http://www.ldrprogram.com).

**Chaplain Tuition Assistance:** There are significant changes in the dollar amounts of tuition assistance (TA) available to Chaplain Candidates. In order to qualify for the Chaplaincy, individuals must complete specific graduate programs that may consist of as many as 90 semester hours. There are new restrictions placed on the use of TA at the Masters level. As the

policy stands today, there is no exception for Chaplain Candidates to receive more than the 45 hours of TA to obtain their Masters.

One exception pertains to Chaplains who have their Masters. These individuals can receive up to 18 hours of TA at the Masters level to pursue an additional certification, in areas such as family life or continuing professional education.

For specific questions about the Chaplain Candidate program, please contact MAJ Darren King at [darren.king@us.army.mil](mailto:darren.king@us.army.mil) or (703) 601-7570.

### New to the Branch

- MAJ Michael Bedryk—Accessions Section Chief
- MAJ Jayson Markham—Recruiting Initiatives
- MSG Karen Alara—Accessions Branch NCOIC
- SFC David Godoy—AMEDD Admin NCO
- SFC Aaron Sylvester—Operations NCO, ROTC, and LDR

## TRADOC Liaison Branch

Army National Guard Soldiers are unique in their military service. They serve as a Soldier and work for a civilian company as a member of their local hometown community. These individuals have issues at Initial Active Duty Training (IADT) quite different from that of their active component counterparts. The Reserve Component Liaison Program assists ARNG and USAR trainees to resolve these issues during IADT attendance.

Liaison NCOs (LNCOs) work hard, to ensure your Soldiers complete active duty training unimpeded. The LNCOs are senior Recruiting and Retention professionals specifically trained, experienced, and working as 79Ts on TRADOC instal-

lations. LNCOs are embedded in the Training Brigades and Reception Battalions at these installations, for the sole purpose of assisting your Soldiers.

Located in close proximity to Soldiers, they are accessible to both the trainee and cadre. This allows issues to be resolved expeditiously, before they become major distracters, and allows the trainers and trainees to focus on their primary task—training.

The LNCOs serve as the bridge for the active duty training process. They educate commanders, ISGs, cadre, installation civilians, and your student-Soldiers. LNCOs interact with the 54 State and Territories IADT managers, support agencies, NGB, and TRADOC. LNCOs mitigate or eliminate Soldier issues concerning motivation, uniforms, UCMJ, and personal and administrative matters.

### New to the Branch

- SGM Porillo-Birkhead—Fort Gordon, GA
- SFC Ryan Smart—Fort Lee, VA
- SFC Jardin, Richard—Fort Jackson, SC

## StrengthNet

StrengthNet is a web-based interface for the Guard's strength maintenance community. It provides numerous tools to assist you accomplish your mission.

StrengthNet offers easy navigation via the Navigator and is "WebTop" designed to function like the familiar, user-friendly

desktop. It provides a Library and an calendar. It also offers a user feedback application, designed to facilitate easy communication between users and developers.

Visit StrengthNet to find many important resources.

- Mobile Event Team Request
- Resource Allocation Mgmt.
- SMOMs, EIOMs, etc.
- RRC Admin Center
- Warrant Officer/Officer Strength Maint. Application
- Freedom Ring/Freedom Salute
- SRSC Portal

Visit StrengthNet at <https://smms.army.pentagon.mil>

## Attrition Management Branch

Modern technology has improved business practices within recruiting and retention. It assists to streamline processes and focus on our mission. The Retention Management Software (RMS) is an automated system that will assist in increasing the efficiency and standardization of the ARNG Retention Program. The system will specifically link troop program unit reenlistments and extensions, personnel management, incentives, sponsorship, non-participation recovery and prevention. It will also provide a mechanism for oversight for stakeholders and essential personnel.

A RMS Process Action Team (PAT) workshop was conducted in September 2011 in order to

discuss the initial requirements for the automation development/build-up and the core components of a preliminary Workflow Diagram for both the Extension and Sponsorship Modules. PAT attendees included members from the Attrition Management Branch (AMB) from NGB and representatives from five States/Territories: PA, WI, NY, DC and LA. In addition, a tentative timeline was established based on potential deliverables and tasks associated with RMS Initial Operating Capacity (IOC).

The contract team is moving forward with the RMS system production. Dependent upon the installment and alignment of new servers, AMB anticipates that the Sponsorship Module will

be operational in late January in order to set the conditions for the implementation of a pilot projects in selected States/Territories. The Sponsorship Module will notify units when new Soldiers are anticipated to arrive at their unit as well as assist the unit in monitoring the sponsorship process to ensure all Soldiers are integrated into the unit in a professional and timely manner. In addition, software for the Extension Module is currently being drafted; however, a tentative date for completion is not available at this time. The Extension Module will contain all of the salient tools necessary to track ETS dates, verify extension eligibility and complete the extension process.

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### Worth Reading

David Cottrell's *Monday Morning Leadership* is an excellent primer for developing younger leaders or refreshing more seasoned leaders on some leadership basics. Small units, headquarters, and staffs may enjoy using the book as a basis for a weekly self-development program.

SMTC offers an MTT that may help you improve your unit's efficiency by employing these few, simple tenets.

### High Definition NCOIC Training Course

The next training course will be held at Ft. Knox 24-26 Jan 2012. Training can be tailored based upon the requirements that are requested.

### Worth Reading

#### US Army Social Media Handbook

[www.carlisle.army.mil/dime/documents/Army%20Social%20Media%20Handbook%20VER%202%20AUG%202011.pdf](http://www.carlisle.army.mil/dime/documents/Army%20Social%20Media%20Handbook%20VER%202%20AUG%202011.pdf)



## Marketing and Advertising Branch



December 13, 2011—the marking the Guard’s 375th Birthday—provides ARNG marketing personnel the opportunity to leverage another aspect of the Guard that differentiates us from other service components. A diversified marketing plan in print, radio, TV, and online mediums began on 5 December 2011 and will run through 31 December 2012. This includes a commemorative 375th birthday logo, placed on advertising through December 2012. A high-resolution version of the logo is available for download at [http://lmo.com/clients/national\\_guard/375\\_ARG.eps](http://lmo.com/clients/national_guard/375_ARG.eps). Contact Ms. Julie Muir at (703)

607-5840 if you have troubles with the download.

Mixed Martial Arts (MMA) conducted a test activation with the MOARNG. The activation was successful and showed the MMA is a venue to access the 17-24 demographic. The event generated 37 leads and over 2,000 hits on Facebook. The next event is 13 January 2012 at the St. Charles Family Center Arena in St. Charles, MO.

Work order requests must be submitted to SRSC at least 30 days prior to the date required. Last-minute work orders will be reviewed on a case-by-case basis, but may not be approved. Business cards will be ordered

through the SRSC and meet the requirements of AR 25-30, paragraph 7-11. They will be printed on standard business card stock, have the approved ARNG logo, and will have the necessary business information to include the name of individual, name of the organization and office, official mailing address, e-mail address, and commercial, DSN, and facsimile telephone numbers.

The recruiting force will use tickets for events and activations (i.e. WWE, NASCAR, IRL, AMA, MMA, etc.) as a recruiting and retention tool for new recruits and Soldiers we are trying to retain. The tickets cannot be used to bring family, friends and COIs.

### New to the Branch

- SFC Jason Rappoccio—Outdoor Marketing Program Manager

## Recruiting Operations Branch

There have been many questions pertaining to Patriot Academy reservations. Patriot Academy enlistments are Tier II. When pulling training seats for Patriot Academy, States must change the education level to 12 and code of 7.

States should make every effort to utilize February and March training seats. The Guard’s November fill rate was 70-percent; the DA Standard is 95-percent. The Department of the Army is scrutinizing training seat utilization due to resource constraints. States must ensure Soldiers ship to training when scheduled. Additionally, it is important States continue to utilize quick ship opportunities for educationally qualified recruits.

and performance, and includes several enhancements to operational messaging (OM) which includes improves detailed tracking and provides multiple levels of approval. The ARNG G1 community is adopting OM, and the Guard integrated it into the policy section of the G1 Gateway. Usage of the Virtual Share Drive (VSD) and Virtual Calendar (VC) remain low despite its significant value to the Recruiting community. VSD allows users to share files with any CAC authenticated SMMS user, breaking down the boundaries of domain and network. VSD incorporates tagging, security features and version tracking. We are also actively working on development of the Retention Management System, which will

incorporate an Interstate Transfer module. See StrengthNet on page 6 for more information.

LiveScan is a tool that will provide ARNG and DOD personnel with expeditious, accurate, and reliable Federal Bureau of Investigation (FBI) background checks on all applicants—including both non-prior service and prior service—prior to enlisting into the ARNG. The expectation is to increase the effectiveness of recruiting for military service by reducing the number of fraudulent enlistments, reduce the number of man-hours conducting background checks, and decrease unproductive time spent processing unqualified applicants. The expected launch of LiveScan is 23 Jan 2012.

### New to the Branch

- MSG Beausoleil—Waivers / High Profile Inquiries NCOIC

## Social Media Branch

It is the start of an exciting year for National Guard social media. The Guard has gone from beginners to a legitimate presence in a short amount of time. As we start a new year, it is a good time to discuss a few items on the planning calendar. Labor at the State level is a challenge, so ARNG-GSS is looking for ways to assist with content and simplify processes in the coming year.

Another objective for this year includes sending content to States more frequently. While States have the option to post, the content will assist in generating ideas. Also being created is a national directory to make it easier for individuals to

find you. For example, a search for your State Facebook page may result in up to twenty other Facebook pages. The directory will simplify the process, with intentions of demonstrating your State/Territory recruiting page is the official page.

**Become a fan at  
[www.facebook.com/nationalguard](http://www.facebook.com/nationalguard)**

Remember that one of the best things you can do in the coming year is to develop your objectives and goals for the year. Your Social media personnel should develop these yearly goals which will not only help

them in what they post, but also in establishing criteria so that they can determine what is and what is not working. Even more important, those goals should be nested with the goals of your command and State. If your Social Media program is not supporting your recruiting goals, then what's the point?

The US Army Social Media Handbook (see margin for URL) provides updated information and provides substantial information for leaders and users, and includes Tactics, techniques, and procedures and requirements. It is also a great source for leaders who want to learn a little more about Social Media.

## Strength Maintenance Training Center

What is stopping you or your Soldiers from achieving goals? Is it time management, sales, prospecting, or processing skills? Do you feel your team possesses the proper training, but is lacking motivation to excel? One or both of those scenarios may exist in your unit. The great news is the SMTC has trained and motivated NCOs to come to your State—to

no expense to you—to provide the appropriate training to help your Soldiers and unit achieve their goals.

Battalion leadership will soon be able to request Mobile Training Teams (MTT) through SMMS. Currently, leaders can visit [www.pec.ngb.army.mil/training/centers/smtc/](http://www.pec.ngb.army.mil/training/centers/smtc/) to request training

in a variety of areas, to include sales skills, phone prospecting, delivering presentations, improving human effectiveness, and effective hiring practices.

Follow us on face book at [www.facebook.com/arng.smtc](http://www.facebook.com/arng.smtc). See what your Soldiers are up to at the SMTC and to obtain ideas for sustainment training.

## HRC Reserve Component Transition Branch

Reserve Component Career Counselors (RCCCs) are a team of 126 counselors at 49 world-wide installations. They provide reserve component career counseling to every Soldier who separates from active duty. RCCCs provide information about Guard opportunities, benefits, and options available to qualified Soldiers leaving active duty. They interview Soldiers and process enlistment packets, allowing the Soldiers to remain part of the Total Army team as a member of the Army National Guard.

The RCCC program offers Guard units highly trained, DMOSQ Soldiers. Affiliating Soldiers must meet all active duty reenlistment requirements to qualify for transition into the

Army National Guard. RCCC offices examine Soldier records to ensure each is medically fit and fully eligible; they communicate with State ISR/ISTs daily to ensure all transitioning Soldiers are a proper fit for the needs of each individual State.

The FY 2012 ARNG transition mission is 3,000 enlisted Soldiers and 300 officers. To date, the Reserve Component Transition Program has assessed nearly 800 Soldiers into the Army Na-

tional Guard, with over an 80-percent DMOSQ rate. The RCCC program has done an outstanding job in terms of mission accomplishment, due in large part to States providing position vacancies for the separating Soldier. States and Territories are asked to continue to do so throughout FY 2012. The Reserve Component Transition Branch looks forward to assisting and supporting the Army National Guard, its Soldiers, and their families.

### New to the Branch

- MSG Michael Baker—Fort Stewart, GA
- MSG Edward Ledoux—Fort Hood, TX
- SFC John Lyons—Fort Bliss, TX
- SFC Thornetia White—Fort Campbell, KY

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**SSG Craig Wester  
FY 2011 ARNG  
RRNCO of the Year**

*SSG Wester accepting the Sam Kanouse Award at this year's DSMAC. Presenting the award to SSG Wester is Ms. Dalena Kanouse and LTG William Ingram, Director, ARNG*

**ARNG Twitter  
@nationalguard**

**ARNG YouTube Channel  
[www.nationalguard.com/nationalguard](http://www.nationalguard.com/nationalguard)**

### Have an idea or a story?

If you have a submission for the Guardian of Strength? Send your ideas to SGM Christ Curtis at [christopher.j.curtis@](mailto:christopher.j.curtis@)



## Focus on the Force

### FY 2011 ARNG Recruiting and Retention NCO of the Year

Selected from over 3,300 of his peers, SSG Craig Wester is the FY 2011 ARNG Recruiting and Retention NCO of the Year. SSG Wester achieved 161-percent of his yearly mission, enlisting 37 individuals into the Arizona Army National Guard during FY 2011.

SSG Wester served in the Army for ten years. He served and deployed as an infantryman with the 82nd Airborne Division, and later worked as an operating room specialist. Among his many accomplishments, SSG Wester was a successful USAREC recruiter in the Sacramento area. Prior to his duties as an ARNG Recruiting and Retention NCO, he served as a Recruit Sustainment Program NCO in the Arizona Army National Guard. SSG Wester attended countless military schools, to include the U.S. Army Infantry School, the Basic Airborne Course, and the Army Basic Instructor Course.



Community involvement is important to SSG Wester. He regularly volunteers at both the Arizona State Veterans Home and the Habitat for Humanity. SSG Wester explains, "I enjoy assisting the veterans that have done so much for our Country, and I love supporting local residents within the State by constructing homes for deserving families."

SSG Wester and his wife Chantal live in Gilbert, Arizona, and have a cat named Mimi.

## Accession Systems Branch

ARISS and Path to Honor will deploy software updates to incorporate SF-86 form changes required by the Office of Personnel Management and National Guard Bureau. The Applicant portal will have a new look, feel and processing flow. The RZ, LZ, and GCRc applications will also incorporate similar changes and improvements. The deployment date has been adjusted to 23 Jan 2012. The delay provides time to address additional testing requirements, while ensuring a

proper product is delivered.

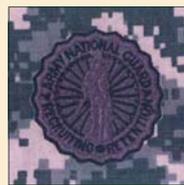
We are making additional changes to Path to Honor (PTH) to include a recruiter's capability to load leads, while making contact information viewable in Recruiter Zone and Leader Zone. Additionally, we are creating the capability to build projections from PTH. We welcome suggestions to improve PTH for the entire strength maintenance community.

The Accessions Systems Branch Mobile Training Team (ASB-MTT) is available to train members of the ARNG Recruiting & Retention Force and select G1 personnel in all 54 States and Territories, utilizing various training methods. Training for various accession/retention applications include GCRc, IK-ROME, RMZ, ERM, LZ, RZ, PTH, DPRO, and a host of other applications and services.

## Recruiting and Retention Badges

The 79T ARNG textile Recruiting and Retention Badge will be available at AAFES Clothing and Sales in late January or early February 2012. The Expert, Senior, and Basic badge will be the only badges available at Clothing and Sales. The Chief's 54 and Expert 7 Badges are controlled items and are available from NGB-GSS only. The only authorized vendor to sell the ARNG textile patch is Vanguard and Ira-Green. All others are not authorized by the Institute of Heraldry and should not be purchased and worn.

Note: According to Army Directive 2011-11 (Changes to Wear of the Army Combat Uniform Items), Soldiers are not authorized to mix sew-on with pin-on badges once the sew-on badges become available.



Basic Badge



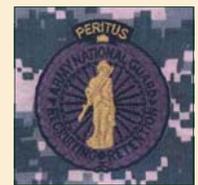
Senior Badge



Expert Badge



Director's 54  
Senior Badge



Director's 54  
Expert Badge