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between
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WARRIOR WORDS

Newsletter of the Southern Regional Support Command * California State Military Reserve



CSMR Helps Hold the Line

4BN troops form up to block demonstrators in exercise. Weapons shown are non-lethal replicas.

Our Soldiers work to train CNG on civil disorder. Page 3

How best to market the CSMR to the public?

Some thoughts from
another SDF and from
a marketing expert.

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Pointing The Way

CSMR Soldiers learn
patrolling to teach
Cal Guard troops.

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OFFICER PROFILE

LTC DENNIS FANDEY

AGE: 58

LIVES: Camarillo

JOINED CSMR: Oct, 2006

MOS: After starting in Operations, now S-4 (Logistics) Deputy Chief of Staff

CIVILIAN OCCUPATION: EDSPEC Training Administrator for the E-2 Hawkeye Wing (Comm ACC Log Wing, Naval Air Weapons Station, Point Mugu.). Private consultant in aviation safety and mishap investigations and Security/Anti-Terrorism.

FAMILY: Single father of two boys, 18 and 16.

WHY DID YOU JOIN THE CSMR? "I was in the drawdown during [the Clinton] years in the early '90s and forced to retire after 21 years of active duty in the Navy. I like [CSMR's] military work and that we are on call for emergency duty."

MILITARY HIGHLIGHTS: Flew the H-3, UH-1 and CH-46 helicopters, emerging from Aviation Officer Candidate School in 1974 as an unrestricted pilot. Also flew the Beech King Air C-12 and is qualified to fly several other fixed wing aircraft and jets. Flew charter for government contractors during military ops. Retired from active duty as a Navy Lieutenant Commander (O-4)

in 1995.

CSMR HIGHLIGHT: Tasked by COL Thornley to a team to develop the Military Emergency Response Team (MERT) program. "We were looking at people first and matching them to specialties. In other words, we were finding out who could fill the positions well, rather than finding out where people fit it."

ACTING CAREER: In addition to stunt work ("The Enforcers") performed roles in "Pentagon Wars," "Rules of Engagement," "Lost and Found," "The New Mike Hammer" and the "Air America" TV series.

MILITARY HONORS: Three Navy Humanitarian Awards for rescuing two boatloads of Vietnamese refugees and work flying during hurricanes David and Fredrick in the Caribbean; flying off the USS Blue Ridge (LCC 19). Navy Commendation Medal for achieving the lowest mishap rate in the history of the Navy from 1992-1994. Awarded the Admiral Ben Moreell Award as the top Logistics Officer for ground and aviation safety work and while flying a rescue mission in zero-visibility conditions in Antarctica.

ON LEADERSHIP: "A leader has to be a good follower first, and he must also take care of his troops first."

Chaplain's Corner

The four essentials

In his farewell address at West Point, on May 12, 1962, General Douglas MacArthur spoke of "Duty," "Honor," "Country," to the cadet corps. He stated that "[these] three hallowed words reverently dictate what you want to be, what you can be, what you will be." To this short, inspiring, list of core military values, MacArthur could easily have added a fourth: "God."

As Soldiers, it is essential that we stay focused on our mission and ever-conscious of those whom we serve. Equally critical: Each of us must be mindful that "whatever you do, do your work heartily, as for the Lord, rather than for men . . . it is the Lord God whom you serve" and who will ultimately reward you! (Cols. 3:23-24).

It is both a blessing and a privilege to serve our Nation, our State, our Community, and our fellow citizens as CSMR Soldiers. Yet, we would do well to remember what the Apostle Paul said to the Colossians: "Whatever you do in word or in deed, do all in the name of the Lord, giving thanks through Him to God the Father."



CPT CHRISTOPHER FOWLER



WARRIOR WORDS

Southern Regional Support Command
COL MARC BRESLOW
COMMANDING

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A quiet riot for CSMR Soldiers

Cal Guard and 4th BN train together to keep protesting peaceful

By CPT Frank Quiambo
Special to Warrior Words

In a normally quiet and peaceful neighborhood, the crowd of protestors had been growing more boisterous and threatening as the morning wore on.

Local law enforcement authorities, fearing violence and lacking sufficient personnel, had called on the California National Guard for support.

The Guard commander, using a bull-horn, announced to the crowd that they were blocking the street illegally and needed to disperse. In response, two masked agitators exhorted the crowd to resist. As a result, the crowd grew more angry and the chanting louder.

In response, the Guard units moved forward in formation. Many protestors sat in the middle of the street and locked arms. As the leading Guardsmen were 20 feet from the crowd, the protestors began throwing objects hitting the soldiers. As the Guard units reached the protestors controlled pandemonium ensued.

In a matter of minutes, however, the Soldiers were able to avoid serious injuries and property damage, disperse the crowd, detain the protest leaders and bring order to the neighborhood.

Fortunately, the objects thrown were only wet sponges; the protestors were enthusiastic NROTC students from Pasadena High School and AROTC students from Blair High School. And the two masked agitators — they were role played by CW2 Claude Overstreet and SGT Joseph Perez of the 4th BN MP CSMR.

This was all part of a training exercise of the 1/160th Infantry CANG and the 4th BN MP CSMR.

The 1/160th has recently been designated the Ready Reaction Force (RRF) for Southern California. Civil unrest



Photos by CPT Frank Quiambo

A GROUP of “protestors” played by NROTC and AROTC high school students from Pasadena participate in a special supplemental training activity at the Joint Forces Training Base in Los Alamitos in June. The CSMR-run exercise was designed to help Cal Guard Soldiers learn how to deal with civil unrest.

is a potential mission and the 4th BN was contacted to provide the necessary training, which took place at JFTB Los Alamitos on June 5-6.

Twenty Soldiers attended the training, which included a day in the classroom and a practical exercise on the second day. The goal was to train them on the theory and practice of effectively dealing with large civil disturbances so they, in turn, can train their fellow RRF Soldiers.

The exercise was under the supervision of 1SG Dennis Barberic, 4TH BN.

“Their leadership realized that these Soldiers had never had this type of training,” said Barberic about the 1/160th. “They responded very well. They gave us their immediate attention and were very positive and enthusiastic. I heard comments that this was some of the best training they ever had and that they wanted more.”

“It was fun and a great experience helping the Soldiers.”

The students were also very positive.

“It was fun and a great experience helping the soldiers,” said Pasadena HS senior Janet Llamas. Martin Ramirez, from Blair HS, put it this way: “I learned a lot and it felt good helping the Soldiers train.”

Hopefully, the RRF will never have to be deployed for civil unrest. But if that day ever comes, they will be ready — thanks to the training they received from Soldiers of the California State Military Reserve.

The heroes of 'Forgotten War' remembered

By CW2 Richard de la Torre
Warrior Words

A handful of CSMR Soldiers were on hand to help support a special commemoration event to mark the 60th anniversary of the start of the Korean War — the 1950-53 Cold War conflict that is sometimes called the Forgotten War.

Hundred of veterans along with current Soldiers, Cal Guard commanders and other special guests, including officials from the Republic of South Korea, attended the dinner event that took place June 25 at the Wilshire Grand Hotel in Los Angeles.

The Cal Guard's 40th Infantry Division was a co-sponsor and the division commander, BG Scott W. Johnson, served as a keynote speaker. The event also featured performances by the division band and Korean cultural entertainment.

The 40th ID was called to active service after the hostilities began. The division participated in the battles of Sandbag Castle and the Punchbowl. Three division soldiers were awarded the Medal of Honor for their actions during the war, which has been historically overshadowed because of its placement between the glory of World War II and the agony of the Vietnam War.

Another MOH awardee from the Korean War, Tibor Rubin of Garden Grove, who served in the Army as a corporal, attended the event escorted by CSMR CW2 Robert McCune. Rubin had been a guest of honor at the CSMR SRSC's holiday



Photos by SSG Robert Davison

CW2 ROBERT McCUNE with Korean War Medal of Honor awardee Tibor "Ted" Rubin at event in Los Angeles June 25 commemorating the 60th anniversary of the start of the Korean War.

ball in 2008.

The friendship between McCune, who is African American and from the South, and Rubin, a Hungarian Jew who survived a World War II concentration camp, has been the subject of endearing newsletter and newspaper stories that have chronicled how the two have bonded by way of their separate struggles to

overcome hate and prejudice.

CSMR Soldiers provided support for public affairs activities, including event photography, on behalf of the Cal Guard and the JFTB Los Alamitos.



KOREAN fan dancers were part of the entertainment



BG Scott Johnson was keynote speaker.

Marketing ideas for CSMR growth

Brand expert, NYSG talk about how we can improve our image

By CW2 Richard de la Torre
Warrior Words

As the CSMR continues to structurally evolve and stay operationally nimble, a key element of its future successful growth will be on how well it can market itself.

The marketing challenges that military service branches face are often presented in terms of classic branding theories, which center around concepts such as reputation and perception. For state defense forces, with limited personnel and other resources, the efforts of image building can be particularly challenging.

How challenging?

The case of the New York Guard — that state's equivalent to the CSMR — can be a compelling example of how reputation and perception can uneasily jangle together to create reality.

The NY Guard's marketing efforts have focused on developing its own website. A strong online presence, coupled with proactive public affairs, is the way to go when it comes to building respect and creating operational opportunities, including recruitment, said CPT (NY) George Lamboy.

But the use of Web tools and PA tactics, however fruitful, will go up against a "misfit" on-the-ground perception the NY Guard faces because it is still only allowed to wear BDUs, Lamboy said.

The uniform issue means "we stick out even further," he said, in terms of working seamlessly with their National Guard counterparts and others. It will be a great morale booster, he said, when the switch to ACUs is made, a change that may come about later this year.

When it comes to the nitty-gritty of how branding is actually accomplished, however, some compelling analysis can be offered by Laer Pearce, an Orange



Photo by PVT Ubon Mendie, NYSG

NEW YORK Guard CPT John Passarotti and CPT Robert Patterson are briefed on June 29 at Kennedy International Airport by Joint Task Force Empire Shield SSG Ronnie Redfern of the New York Army National Guard.

County branding expert.

His initial impression is that because the CSMR, in reality, is not a defined brand, it would almost be starting from scratch in creating and maintaining name recognition.

Pearce, (pictured with quote) who runs his own Laguna Hills-based strategic

A critical element in brand development is discovering and then articulating emotional connections — by way of messages — that get people interested and excited. But this discovery process may need to be slow, organized and thoughtful — and done over a period of time to allow for refinements and improvements along the way.

"We (the public) need to become familiar with you and understand what you do for us," he said about the CSMR.

Pearce noted that one aspect about the CSMR

that right away holds interest is the volunteerism — all the sacrifices that state defense Soldiers make — quietly and behind the scenes — and the way they donate their skills and experience.

"There's something to that," he said. "That's kind of impressive, don't you think?"

So what would it take to create a tagline — the unique positioning statement that is a classic part of successful branding — that would help market the CSMR?

Pearce's instant starter idea to work with the idea of selfless service by Soldiers: "How about this? — 'The Heroes You Never Heard Of.'"

"How about this?: 'The Heroes You Never Heard Of.'"



communications consulting firm, believes a scratch start can be a great advantage because it's like working a blank slate. The CSMR, he pointed out, is in position to carefully study itself and define what and who it is, how it operates and what makes it different from other military branches or service groups.

The first step in a self-study is to go out and talk directly to the general public and get feedback and ideas, he said, because a brand is all about people's perception.

"You do not own your brand — consumers own it," Pearce said, and they establish what are its strengths and weaknesses.

Next BOC is Sept. 25-26 and Oct. 3

CSMR commanders have announced that the next scheduled Basic Orientation Course this year will be held on Sept. 25-26 and Oct. 3 at the JFTB Veterans Center (Bldg. 244).

The BOC can accommodate up to 40 Soldiers; the uniform will be ACU with patrol cap.

BOC is mandatory for all new CSMR personnel and those Soldiers who have not yet attended the course.

The deadline to apply is Aug. 25.

For more information about the training, contact CW3 Roland Quiambao via e-mail at: rolando.quiambao@us.army.mil, or MSG Paul Christoffersen, staff personnel NCO, via e-mail at: paul.christoffersen@us.army.mil

Military ball scheduled for Dec. 11

It's never too early to get squared away on holiday scheduling.

Soldiers are encouraged to make plans now to attend the annual CSMR Southern Regional Support Command's annual military ball, AKA The 2010 Holiday Party and Dining Out, slated for Saturday, Dec. 11.

The evening event, presented in conjunction with the Order of Constantine the Great and Saint Helen, will take place at the Phoenix Club in Anaheim.

All CSMR Soldiers, past and present, and their guests are welcome.

Stay tuned for more information about the event, including details on the menu and entertainment.

You can help make the December ball a great success by donating new door prize gifts. Please give your donations to LTC James Adair or CW2 Richard de la Torre in the Public Affairs Office.



Photo courtesy Garden Grove Journal

HELP the Dodgers slide past the Rockies at CSMR Day on Saturday, Sept. 18.

Dodgers, CSMR to team up

The Los Angeles Dodgers want to take you out to the ball game.

On Saturday, Sept. 18 at Dodger Stadium, there will be a group attendance day for CSMR Soldiers and their guests. Ticket prices for the game will be \$13 each for left field bleachers or \$20 each for infield seats.

The point of contact to request seating and make reservations is Brittany at (323) 224-4232.

During the game against the Colorado Rockies, the CSMR will be recognized over the public address system and on the scoreboard, mentioning the name of the commanding officer and the units present.

The Dodgers are locked in a tight battle in the National League West with four other teams. At the All-Star break the Dodgers were tied with the Rockies for second place behind the San Diego Padres.

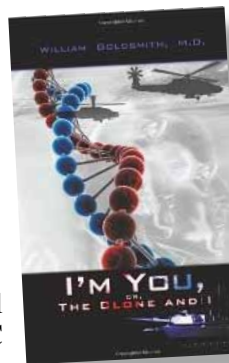
CSMR doctor an author, too

Mind-transfer, high danger in China and cloning are among the thrills in a new novel by Dr. William Goldsmith, a CSMR physician who is also an author.

Come to the PX anytime after 1000 hrs on July 24 to get your signed copy of "I'm You, Or, The Clone and I," a medical military thriller written by LTC Goldsmith.

Here's the story. Twenty years into the future, Dr. Harry Saul agrees to be cloned. The implanted egg is gestated by Pam Rubin, a lesbian psychiatrist.

The embryo is found to be vulnerable to schizophrenia. Harassed by an intru-



sive government, the two join the Army. He becomes a flight surgeon and during his service he is marooned on an Alaskan glacier, battles a typhoid epidemic in the Philippines and plays a role in a near-war in China.

Pam and Harry form a loving relationship, but their "son," Phil, develops schizophrenia. In an attempt to cure him, Harry agrees to a mind-transfer experiment.

LTC Goldsmith is a psychiatrist with a practice in Los Angeles. He is retired as a flight surgeon in the Air National Guard and is a veteran of three wars.

Around the SRSC

Gathering of JAGs

The CSMR JAG unit has found a new spot to call home at the JFTB. The unit recently completed a move from its trailer on the northeast side of the base to first-floor offices in Building 6. Although the new space offers a touch of plush with wood paneling and some decent furniture, the facility is a bit crowded. Altogether, with JAG staff from other base service branches stationed in the same locale, as many as two dozen Soldiers can be working at the offices at the same time during drill weekends. But the close confines will present helpful opportunities for the lawyers to compare notes and discuss issues. "It just makes for a more informed JAG corps," said LTC Stephen Glassman. "We get to share our expertise with each other and that really makes for good JAG officers. It's a much more efficient operation."



Photo by SSG Jim Tortolano

LTC Stephen Glassman holds an impromptu discussion with CPT Victor Jimenez in the new JAG offices at the JFTB.



Photo by SSG John Thompson

Training To Train

Soldiers in the 3rd BN trained in May on patrol formations at the Joint Forces Training Base in Los Alamitos. At left, SGT James Deschenes leads members of a squad. Signals can be given by hand or with a weapon (all weapons in this exercise carried by CSMR Soldiers are non-firing replicas of actual firearms). Under the command of 1LT Hector Mascorro, the Soldiers were oriented to their mission, equipment and orders. Patrol drill covered a road, a grassy field and a built-up area to simulate a variety of conditions. Emphasis was placed both on safety and in maneuvering and "firing" as a team. The CSMR Soldiers master this training so they can serve as trainers for California National Guard Soldiers.

-- CPT Ronald Alexander

National Guardsmen to the border

224 from CNG will head south; impact TBD on CSMR deployment, missions

By CPT Ronald Alexander
Warrior Words

On May 25, 2010, the President Barack Obama, ordered an additional 1,200 National Guardsmen to the southern borders, to arrest the movement of persons and materials into the United States. Current pundits said his actions reflected the politics of immigration.

On the other hand, the ongoing destabilizing effects of Mexico's internal violence and its lowered economic expectations, combined with U.S. attitudes, drives the choices of both sides.

Even under these isolating factors, California Governor Arnold Schwarzenegger has continued to reiterate the need for comprehensive immigration reform.

Consequently, on 16JUL2010, Governor Schwarzenegger signed General Order Number 2010-01 "directing the California National Guard to temporarily support federal efforts to secure the U.S.-Mexico border."

In the Governor's message to the Adjutant General (OTAG), "Pursuant to Sections 146 and 365 of the California Military and Veterans Code, I am ordering you to call into Active Service such forces of the active militia that are needed to respond to this request. You shall use volunteers to the maximum extent practicable.

Any approved use of weapons shall be consistent with the California Military Department's published rules for the use of force. To the extent that military weapons may be required, the military personnel shall deploy with issued military weapons."

Air Force Gen. Craig McKinley, the chief of the National Guard Bureau, announced the current mission at a press conference at the Pentagon on July 19, 2010.

The Guardsmen, all under volunteer status, will deploy in four different states. The following states will receive an increase in manpower: Arizona, 524; Texas, 250; California, 224; and, New Mexico, 72.

In June 2006, during "Operation Jump Start," President George W. Bush directed the deployment of 6,000 troops to the border, where they remained until July 2008.

The estimated duration for the current deployment may fall beyond Oct. 11, 2010. That date marks the input of all troops who have received the necessary training required for interagency support roles.

Fundamentally, the 1,200 troops will

"I am ordering you to call into Active Service such forces of the active militia that are needed to respond..."

support Customs and Border Protection (CBP) Agency and U.S. Immigration and Customs Enforcement (ICE) authorities.

Tasks for Guardmembers will range from entry identification teams with CBP to criminal investigative analysts with ICE.

During warm weather, persons who attempt to illegally cross the border expose themselves to the unyielding, hot desert climate. Since 2001, when records for cross-border fatalities opened, more than 1,750 persons have died due to exposure while traversing the border

from Mexico.

With more boots on the ground, the interdiction of persons, the reduction in the flow of illegal bulk currency, and the seizure of weapons transported from the U.S. into Mexico will enhance Office Homeland Security (OHS) objectives.

Definitively, the Guardmembers will not directly take on arrest of persons or engage in enforcement activities. This mission will have a "tech oriented" component.

From strategic observation points, the Guardmembers will monitor the border with state-of-the-art surveillance and detection tactics and communications technology for one year. The units have a scheduled completion date of June 30, 2011.

Questions to keep in mind for CSMR units: How will this deployment affect CSMR policies and missions? Will we see an upgrade in CSMR readiness?

Roll of Honor

Awards, promotions and transitions. spring and summer 2010.

California Meritorious Achievement Medal:

COL DeVorkin
MAJ Glassman
CPT Coggan
CPT Colaninno
CPT Fuller
CPT Talbot
1LT Avery
SFC Cruz

Promotions:

MAJ Adair to LTC
PFC Johnson to SPC
CPT Talbot to MAJ
MAJ Glassman to LTC

Reassignments:

COL DeVorkin to ISG
SPC Heinz to 40th IDSB