



COURTESY PHOTO

ALSO INSIDE

- Army drops 'Army Strong' slogan pg. 3
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Mother of two achieves achieves dream, joins Army Reserve at 39

(From left to right) Trudi Crossman, Bridgette Lynn Boyd, Reece, Dawn "Michelle" Robinson, and Kendel look on during a family portrait. Four generations of family members gathered during the photo. (Courtesy photo)

THE OFFICIAL NEWSLETTER
OF THE
U.S. ARMY RESERVE
76TH OPERATIONAL RESPONSE
COMMAND HEADQUARTERS
PUBLIC AFFAIRS OFFICE,
FORT DOUGLAS, UTAH

76TH ORC COMMAND TEAM

Maj. Gen. Daniel L. York
Commanding General

Command Sgt. Maj. Jamespeter
Matthews
Command Sergeant Major

“THE ONAWAY” STAFF

CPT. ADDIE L. RANDOLPH
**PUBLIC AFFAIRS OFFICER
EDITOR**

STAFF SGT. KAI L. JENSEN
**PUBLIC AFFAIRS NCO
PRINT STAFF & LAYOUT**

SUBMISSIONS: “THE ONAWAY”
ALLOWS STORIES, PHOTOGRAPHS
AND OTHER SUBMISSIONS
THAT ARE OF INTEREST TO THE
76TH ORC. SUBMISSIONS
MAY BE SENT VIA EMAIL TO
ADDIE.L.RANDOLPH.MIL@MAIL.MIL.

PLEASE INCLUDE SUBMISSION
AND YOUR OFFICE IN THE
SUBJECT LINE AS WELL AS A
CONTACT NUMBER, EMAIL AND
CONTACT NAME.

ENSURE ALL SUBMISSIONS ARE
TASTEFUL, PROFESSIONAL AND
FREE FROM ERRORS.

VISIT

WWW.US.ARMY.MIL/76THORC

FOR EXAMPLES OF PROPER
SUBMISSIONS

EDITORS CHOICE

COMMAND MESSAGE

The 76th Operational Response Command has a bright and exciting future ahead. In the coming months we will be welcoming Brig. Gen. James Blankenhorn, as our new deputy commanding officer, and Maj. Gen. Ricky Waddell, as our new commanding general.

Both of these men have had long and illustrious careers and we look forward to welcoming them to the 76th ORC family in anticipation of great things to come!

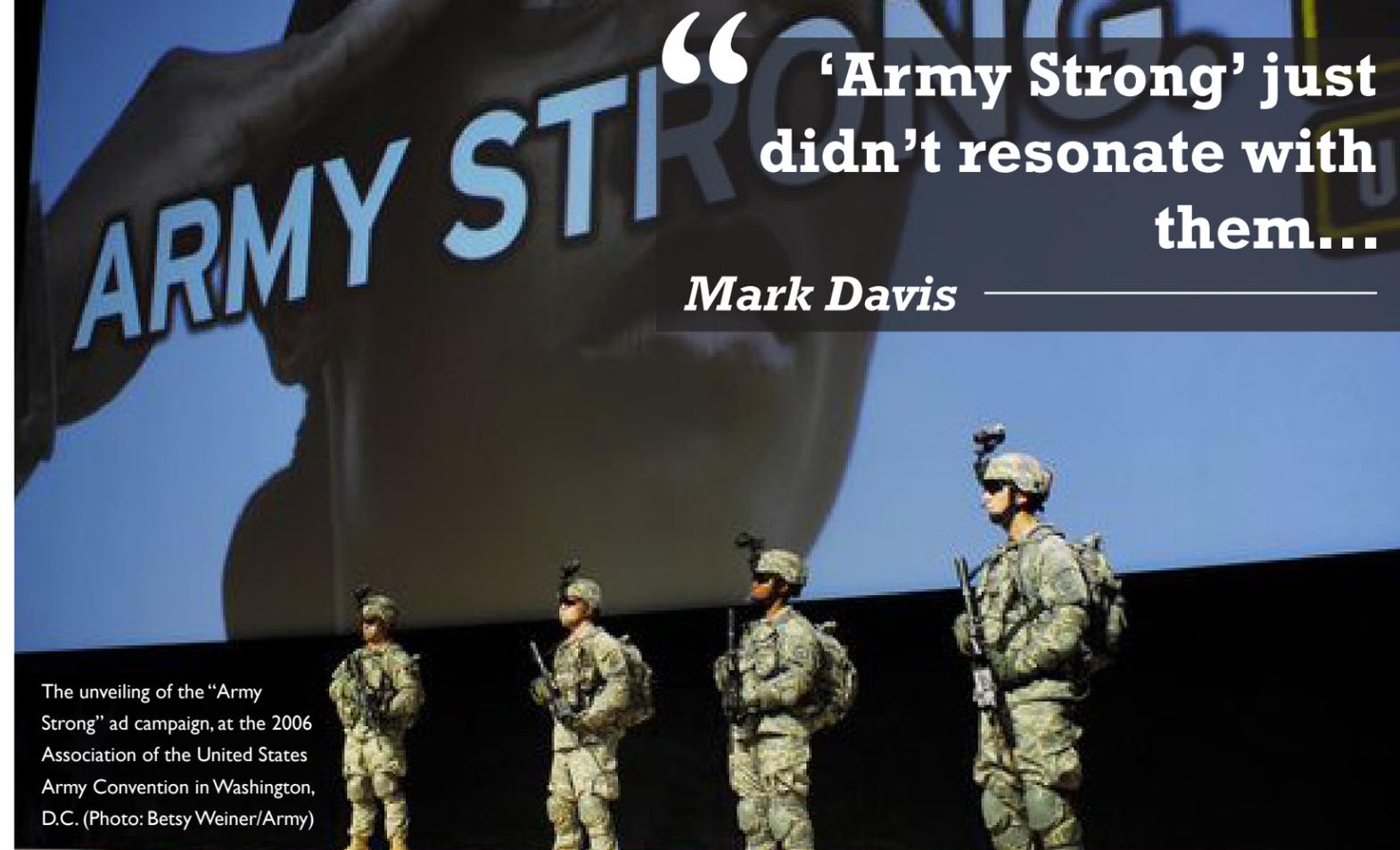
In addition to these fine officers, the 76th will also be welcoming new chemical units under the command. The 209th Regional Support Group, out of Belton, Mo., and the 415th Chemical Brigade, out of Greenville, S.C., will both officially join the 76th in October and will bring with them a whole new element to the command.

With the inclusion of Task Force 76, the CBRNE Division, and our incoming leadership, the future is looking especially bright for the 76th ORC. There will be many new opportunities for advancement, and job opportunities, in the days ahead and I ask that we all get involved and participate in what is to come.

We anticipate that the upcoming transition and changes may require some adjustment and we appreciate all of your understanding and support during this time.

Onaway!

COL. MARTIN B. SPANN
CHIEF-OF-STAFF
76TH ORC



The unveiling of the “Army Strong” ad campaign, at the 2006 Association of the United States Army Convention in Washington, D.C. (Photo: Betsy Weiner/Army)

“ ‘Army Strong’ just didn’t resonate with them...
Mark Davis”

SO LONG ‘ARMY STRONG’

STORY BY
KEVIN LILLEY

STAFF WRITER, ARMY TIMES

CAN YOU SUM UP YOUR SERVICE, YOUR COMMITMENT, YOUR STRENGTH IN A MARKETING SLOGAN, FIVE WORDS OR LESS, ENCAPSULATING EVERYTHING THE ARMY HAS AND EVER HOPES TO STAND FOR?

DON’T SWEAT IT. ARMY OFFICIALS DIDN’T THINK SO, EITHER.

THE SERVICE’S LATEST 60-SECOND COMMERCIAL DEBUTED MONDAY, FEATURING BLACK-AND-WHITE PHOTOS OVER STIRRING NARRATION AND MUSIC, OFFERING GLIMPSES OF MANY ASPECTS

OF SERVICE AND SACRIFICE, AND EXTOLLING THE VIRTUES OF JOINING “THE ARMY TEAM.”

IT ENDED WITHOUT THE “ARMY STRONG” TAGLINE — A PHRASE SOLDIERS WILL CONTINUE TO SEE IN AN INTERNAL ARMY COMMUNICATIONS, BUT ONE THAT’S ENDED A NINE-YEAR RUN AS THE FAMILIAR FACE OF ARMY BRANDING AFTER RESEARCH SHOWED CIVILIANS DIDN’T BUY IN.

“OUR JOB IS TO MARKET THE ARMY [TO THE PUBLIC],” MARK DAVIS, DEPUTY ASSISTANT SECRETARY OF THE ARMY FOR MARKETING AND THE DIRECTOR OF THE ARMY MARKETING AND RESEARCH GROUP, SAID IN A WEDNESDAY INTERVIEW. “ ‘ARMY

STRONG’ JUST DIDN’T RESONATE WITH THEM. YOU’D EITHER GET AN ‘EH’ SORT OF RESPONSE, OR YOU’D GET AN, ‘OF COURSE YOU’RE STRONG. YOU’RE SUPPOSED TO BE. YOU’RE IN THE ARMY. ...’

“EVERYBODY IN THE ARMY UNDERSTANDS [‘ARMY STRONG’] INTUITIVELY, BECAUSE THEY’RE A STRONGER HUMAN BEING FOR THEIR EXPERIENCES. PEOPLE OUTSIDE THE ARMY DIDN’T GET IT.”

THE TAGLINE WON’T BE REPLACED, DAVIS SAID.

AMRG TEAMED WITH NEW YORK-BASED MARKETING FIRM McCANN WORLDGROUP TO CREATE THE SPOT, AIMING TO IMPRESS THE CIVILIAN

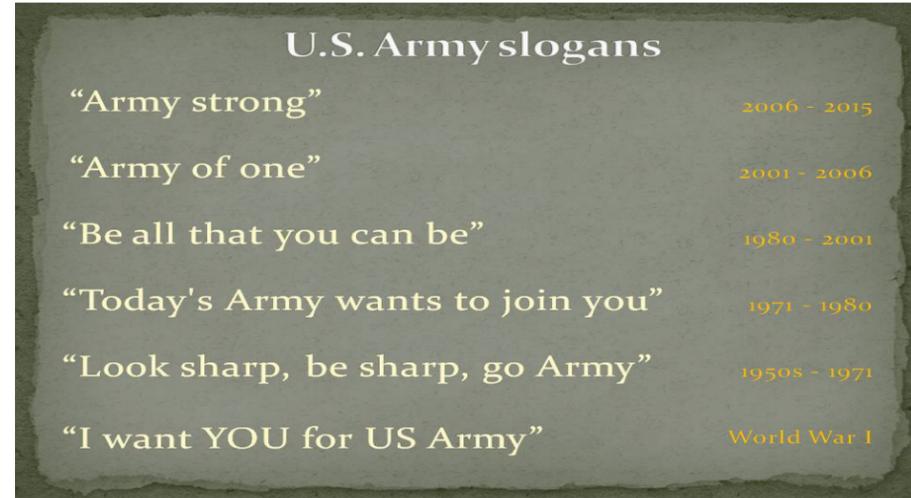
AUDIENCE BY PRESENTING THE ARMY AS AN ELITE TEAM SEEKING NEW MEMBERS BECAUSE, AS THE NARRATOR PUTS IT, "THERE IS IMPORTANT WORK TO BE DONE." THE MESSAGE ALSO PLAYED WELL INTERNALLY, AND WITH A GROUP THAT MAY HAVE BEEN UNDERSERVED BY PAST ARMY MARKETING EFFORTS.

"VETERANS ABSOLUTELY LOVE IT," SAID DAVIS, A RETIRED OFFICER WHO LEFT ACTIVE DUTY IN 2006 AFTER A 25-YEAR CAREER THAT INCLUDED A 2003 IRAQ DEPLOYMENT AND A BRONZE STAR MEDAL. "THAT'S A GROUP OF FOLKS THAT HAVE BEEN A LITTLE DISAFFECTED FROM THE ARMY, AND WE'RE TRYING TO BRING THEM BACK INTO THE FOLD."

KEEPING VETS AND ACTIVE SOLDIERS ON BOARD WITH THE MESSAGE HOLDS GREATER IMPORTANCE IN THE AGE OF SOCIAL MEDIA, DAVIS SAID, AS A DISCONNECT LIKELY WOULD LEAD TO THOSE GROUPS RIPPING ANY OFFENDING AD CAMPAIGN TO SHREDS ON REDDIT, FACEBOOK OR OTHER SOCIAL-MEDIA OUTLETS, IN FULL VIEW OF THE TARGET AUDIENCE.

JUST BECAUSE "ARMY STRONG" IS GONE DOESN'T MEAN NEW OUTREACH EFFORTS WON'T INCLUDE MEMORABLE PHRASES — A MARKETING MUST IN A SHORT-MESSAGE, HASHTAG-HAPPY SOCIAL MEDIA ENVIRONMENT.

ONE TECHNIQUE THAT'S GOTTEN EARLY ONLINE TRACTION: SERVICE MEMBERS AND VETERANS POSING FOR BLACK-AND-WHITE PICTURES, SIMILAR TO THE COMMERCIAL, HOLDING A SIGN WITH THE WORDS "I BECAME A SOLDIER" AND THE HASHTAGS #ARMYTEAM AND #MAKINGADIFFERENCE.



ALONGSIDE THOSE IMAGES, "WE'VE BEEN POSTING THEIR STORIES," SAID CRYSTAL DELEON, AMRG'S SOCIAL MEDIA MANAGER. "WHY THEY JOINED, WHAT THEY DID, WHAT THEY THINK THEY DID TO MAKE A DIFFERENCE WHILE THEY WERE IN."

SOME OF THOSE STORIES HAVE BEEN SEEN AND SHARED BY 200,000 PEOPLE, DELEON SAID, "JUST BECAUSE, I THINK, OF THAT PERSONAL CONNECTION. ... PEOPLE READ THOSE AND SAY, 'THAT COULD BE ME.' "

THE CAMPAIGN ISN'T WITHOUT ITS TRADITIONAL ELEMENTS: EXPECT TO SEE THE COMMERCIAL DURING LIVE SPORTING EVENTS, DAVIS SAID, AS WELL AS ON 24,000 MOVIE SCREENS OVER THE SUMMER. THE AD BUY FOR THE PROJECT, INCLUDING SOME SPONSORED SOCIAL-MEDIA PLACEMENT, WILL BE ABOUT \$19 MILLION, AMRG COMMUNICATIONS CHIEF ALI BETTENCOURT SAID IN AN EMAIL.

AND THERE IS THE MATTER OF GETTING SOME SCREEN TIME FOR GENERALS: AN IMAGE OF GEN. MARTIN DEMPSEY, CHAIRMAN OF THE JOINT CHIEFS OF STAFF, LOOKING STOICALLY OUT THE WINDOW OF A HELICOPTER DURING A

2013 HOLIDAY TOUR OF AFGHANISTAN, APPEARS AT THE 35-SECOND MARK — BUT NOT BECAUSE OF HIS PROMINENT MILITARY POST, DAVIS SAID.

"THE TRUTH IS, MOST AMERICANS DON'T KNOW WHO GEN. DEMPSEY IS," HE ADDED. "WE KIND OF THINK EVERYBODY KNOWS EVERYTHING ABOUT US, AND MOST AMERICANS DON'T KNOW ANYTHING ABOUT THE MILITARY. ... IT WAS CHOSEN BECAUSE OF THAT LOOK, THAT DRAMATIC LOOK."



A representation of one of the recruiting posters, designed by Artist James Montgomery Flagg, that was used during World War I and then again during World War II.



Service members, and civilians listen to a lecture during Military Saves Week at Fort Douglas, Utah, Feb. 25, 2015. Typically, thousands of organizations nationwide participate each year in providing financial and planning courses to service members, their families, and civilians.

SERVICE MEMBERS, CIVILIANS, FAMILIES PARTICIPATE IN MILITARY SAVES WEEK, LEARN BETTER MONEY MANAGEMENT

STORY BY
STAFF SGT. KAI L. JENSEN
PHOTO BY
CAPT. ADDIE L. RANDOLPH

SALT LAKE CITY — THE ARMY RESERVE REGIONAL SURVIVOR OUTREACH SERVICES HOSTED MILITARY SAVES WEEK IN NORTHERN UTAH, FEB. 23-27.

MILITARY SAVES WEEK IS AN ANNUAL PUSH FOR ORGANIZATIONS TO PROMOTE BETTER SAVINGS BEHAVIOR AMONGST SERVICE MEMBERS FROM ALL BRANCHES, AND THEIR FAMILIES, BY PROVIDING FREE COURSES AND SEMINARS.

"IT IS NEVER TOO SOON TO START SAVING FOR RETIREMENT," SAID MICKIE DOUGLAS, PUBLIC AFFAIRS SPECIALIST

FOR UTAH WITH THE SOCIAL SECURITY ADMINISTRATION. "[THESE] CLASSES ALLOW PEOPLE TO RECEIVE A GREAT DEAL OF INFORMATION IN A SHORT PERIOD OF TIME, AND THEY ALLOW PEOPLE TO GET ANSWERS TO THEIR PERSONAL QUESTIONS ABOUT HOW TO SAVE."

CLASSES WERE HELD THROUGHOUT THE WEEK AT THE DRAPER NATIONAL GUARD ARMORY, THE NORTH SALT LAKE ARMORY AND AT FORT DOUGLAS. THE COURSES COVERED A VARIETY OF TOPICS, INCLUDING SOCIAL SECURITY, FINANCES, MILITARY PENSIONS, DEBT MANAGEMENT AND INVESTING, JUST TO NAME A FEW.

"IF JUST ONE ATTENDEE WILL LEARN FROM THE EVENT, THEY WILL FIND THE

FINANCIAL COMFORT THAT EVERYONE SHOULD HAVE," SAID BRIAN GARRETT, DIRECTOR OF MILITARY RELATIONS FOR ZIONS BANK. "THE PRINCIPLES TAUGHT IN THE VARIOUS CLASSES ARE OFTEN OVERLOOKED BECAUSE OF OUR BUSY LIVES. MSW CAN HELP REMIND PEOPLE TO TAKE THE TIME TO PLAN FOR THEIR FINANCIAL FUTURE."

THOUSANDS OF ORGANIZATIONS NATIONWIDE PARTICIPATE EACH YEAR DURING MSW, REACHING THOUSANDS OF SERVICE MEMBERS AND THEIR FAMILIES, AND PROVIDE EDUCATION AND TOOLS TO FAMILIES IN ORDER TO BETTER MANAGE THEIR FINANCES.

FOR MORE INFORMATION PLEASE VISIT [HTTP://WWW.MILITARYSAVES.ORG](http://www.militarysaves.org).



Col. Martin Spann, chief of staff for the 76th Operational Response Command, passes the guidon to Capt. Sunny Griffith, incoming commander of the 76th ORC Headquarters and Headquarters Company, during the change of command ceremony held in Salt Lake City, March 15, 2015. During the ceremony, Maj. Sandra Peters relinquished command to Griffith, with friends and family in attendance.

SLC NATIVE TAKES COMMAND OF ARMY 76ORC HHC

STORY AND PHOTOS

BY

STAFF SGT. KAI L. JENSEN

SALT LAKE CITY – A CHANGE OF COMMAND CEREMONY WAS HELD FOR THE 76TH OPERATIONAL RESPONSE COMMAND HEADQUARTERS AND HEADQUARTERS COMPANY MARCH 15, 2015, AT FORT DOUGLAS, UTAH.

IN FRONT OF FAMILY AND FRIENDS, MAJ. SANDRA C. PETERS RELINQUISHED COMMAND OF THE HHC TO CAPT. SUNNY C. GRIFFITH, A NATIVE OF SALT LAKE CITY, DURING THE CEREMONY

HELD AT THE FORT DOUGLAS THEATER. “IT HAS BEEN A GREAT LEARNING EXPERIENCE FOR ME,” SAID PETERS, A NATIVE OF SALT LAKE CITY. “I HAVE ENJOYED WORKING WITH SUCH A DEDICATED COMMAND GROUP. IT IS PROBABLY THE BEST POSITION FOR GROWTH THAT I HAVE EVER HAD IN THE MILITARY, AND I AM GRATEFUL FOR THE EXPERIENCE.”

PETERS WAS COMMISSIONED IN 1996 FROM THE WESTMINSTER COLLEGE RESERVE OFFICERS’ TRAINING CORPS PROGRAM AS A NURSE, AND THEN MOBILIZED FROM JANUARY 2005 TO MARCH 2006 TO THE LANDSTUHL

REGIONAL MEDICAL FACILITY IN GERMANY AS AN ICU CRITICAL CARE NURSE. SHE LATER SERVED WITH THE 2ND MEDICAL TRAINING BRIGADE AS AN OBSERVER/CONTROLLER AND CRITICAL CARE NURSE TRAINER FOR DEPLOYING HOSPITALS AND CLINICAL NURSES.

THE INCOMING COMMANDER, GRIFFITH, JOINED THE ARMY RESERVE IN MARCH 1996 AND RECEIVED HIS COMMISSION IN AUGUST 2004. HE FIRST SERVED AS A PLATOON LEADER IN THE 40TH MILITARY POLICE COMPANY FROM 2005 TO 2007 AND WAS LATER ASSIGNED AS THE COMPANY’S EXECUTIVE OFFICER

DURING ITS DEPLOYMENT TO IRAQ IN 2008, WHERE HE WAS AWARDED THE BRONZE STAR. HIS MOST RECENT ASSIGNMENT WAS WITH THE 76TH ORC HHC AS THE EXECUTIVE OFFICER.

“MY OBJECTIVE FOR THE UNIT IS TO INCREASE, AND THEN MAINTAIN, UNIT READINESS,” SAID GRIFFITH. “WHILE THE MISSION MUST ALWAYS COME FIRST, I BELIEVE THAT THOSE UNDER YOUR COMMAND SHOULD ALWAYS BE TAKEN CARE OF. I PREFER TO LOOK OUT FOR MY SOLDIERS FIRST AND MY OWN BEST INTERESTS SECOND.”



ABOVE: Capt. Sunny Griffith, incoming commander of the 76th Operational Response Command Headquarters and Headquarters Company, and his family, smile during the change of command ceremony



LEFT: 1st Sgt. Duane Hedrick, first sergeant of the 76th Operational Response Command Headquarters and Headquarters Company, receives the guidon from Maj. Sandra Peters, outgoing commander of the 76th ORC HHC, during the change of command ceremony.

RIGHT: Capt. Sunny Griffith, incoming commander of the 76th Operational Response Command Headquarters and Headquarters Company, salutes Col. Martin Spann, chief of staff for the 76th ORC, during the change of command ceremony. “While the mission must always come first, I believe that those under your command should always be taken care of,” said Griffith.



DEPTH OF FIELD

Sterling Poulson, a 10 year Air Force veteran and KUTV 2 News personality, interviews local business owners during the Armed Forces Day Concert in Salt Lake City, May 16, 2015. (U.S. Army photo by Capt. Addie L. Randolph)



Col. Jack Skeen (center), a native of Utah, stands with naval officers that he trained with in the past during a retirement ceremony held in his honor at Fort Douglas, Utah, May 17, 2015. (U.S. Army photo by Staff Sgt. Kai L. Jensen)



Sgt. Maj. David Davis, with the 76th Operational Response Command, salutes during a retirement ceremony at Fort Douglas, Utah, March 15, 2015. (U.S. Army photo by Staff Sgt. Kai L. Jensen)



Maj. James Eskelson, with the 76th Operational Response Command, shakes hands with WWII veteran Maj. Byron Lemmon (retired) during a dinner in Salt Lake City, May 15, 2015. (Courtesy photo)



Col. David A. Schroeder (left), a native of Conn., and Col. Jack Skeen (right), a native of Utah, stand with Maj. Gen. Daniel L. York, commanding general of the 76th Operational Response Command, during a retirement ceremony held in their honor at Fort Douglas, Utah, May 17, 2015. (U.S. Army photo by Staff Sgt. Kai L. Jensen)



(From left to right) Lt. Col. Eric Friebis, G3 of the 76th Operational Response Command; Col. Ralph Roper, Defense Logistics Agency Army Reserve Element commander; Rear Adm. Ron J. MacLaren, director of the Joint Contingency Acquisition Support Office DLA; and Col. Michael Rowells, deputy commanding officer of the 76th ORC; gather during an interagency visit at Fort Douglas, Utah, March 6, 2015. (U.S. Army photo by Capt. Addie L. Randolph)



Soldiers from the 76th Operational Response Command gather during the Armed Forces Day Concert in Salt Lake City, May 16, 2015. (U.S. Army photo by Capt. Addie L. Randolph)



Lt. Col. Mike Poss, commander of the Strategic Command Army Reserve Element, under the 76th Operational Response Command, poses with his wife, Dawn, after being awarded the Cub Master of the Year Award at a banquet in Bellevue, Neb. March 7, 2015.

RESERVE COMMANDER NAMED CUB MASTER OF THE YEAR

STORY BY
CAPT. TARA VAIDA

BELLEVUE, NEB. — THE CUB MASTER OF THE YEAR AWARD FOR THE WAGON WHEEL DISTRICT, CONSISTING OF OMAHA, BELLEVUE AND PAPILLION, NEBRASKA, WAS PRESENTED TO LT. COL. MIKE POSS, COMMANDER OF THE STRATEGIC COMMAND ARMY RESERVE ELEMENT, UNDER THE 76TH OPERATIONAL RESPONSE COMMAND, MARCH 7, 2015, AT BELLEVUE UNIVERSITY.

POSS WAS PRESENTED THE AWARD

FOR HIS NUMEROUS EFFORTS, INCLUDING DEVELOPING A RECRUITING PLAN THAT BROUGHT IN 32 NEW CUB SCOUTS AND 16 PARENTS TO PACK 457, MULTIPLE FOOD DRIVE EVENTS AND RECYCLING PROGRAMS, JUST TO NAME A FEW.

“I AM HONORED AND HUMBLLED TO BE SELECTED AS THE WAGON WHEEL DISTRICT CUB MASTER OF THE YEAR IN THE BELLEVUE AND OMAHA AREA,” SAID POSS. “BEING A VOLUNTEER IS A VALUABLE RETURN OF INVESTMENT FOR THE COMMUNITY.”

HE HAS LED CUB SCOUTS AS A DEN

OR PACK LEADER FOR THE PAST FIVE YEARS. AS A CUB MASTER, HIS PACK RECEIVED THE JOURNEY TO EXCELLENCE GOLD LEVEL, WHICH IS THE HIGHEST LEVEL, FOR THE PAST TWO YEARS, AS WELL AS THE NATIONAL SUMMERTIME AWARD. UNDER HIS LEADERSHIP, PACK MEMBERSHIP HAS INCREASED 350 PERCENT.

“MY SON IS INVOLVED IN CUB SCOUTS,” SAID COL. MICHAEL C. ROWELLS, DEPUTY COMMANDING OFFICER OF THE 76TH ORC. “THE EFFORT NEEDED TO TAKE OVER A PROGRAM AND BRING IT BACK FROM THE BRINK OF FAILURE, AND SUSTAIN IT, IS A TESTAMENT TO HIS DEDICATION AND DETERMINATION TO MAKE A DIFFERENCE. [MIKE] POSS STANDS OUT AS ONE OF THE MOST HONORABLE OFFICERS WITH WHICH I HAVE EVER SERVED.”

IN ADDITION TO CUB SCOUTS, POSS COACHES SEVERAL SPORTS FOR THE OFFUTT AIR FORCE BASE YOUTH CENTER AND COMMUNITY, INCLUDING FOOTBALL, BASEBALL, BASKETBALL AND WRESTLING. HE IS A LIFETIME MEMBER OF THE VETERANS OF FOREIGN WARS ORGANIZATION AND AN ACTIVE VOLUNTEER FOR THE LEMAY ELEMENTARY PTA, BASE CHAPEL, HABITAT FOR HUMANITY, BLOOD MOBILE AND LOCAL FOOD PANTRY.

“BEING A CUB SCOUT VOLUNTEER LEADER, AND ALSO A COACH FOR THE OFFUTT YOUTH SPORTS, GIVES ME AN OPPORTUNITY TO DEMONSTRATE LEADERSHIP AS A ROLE MODEL FOR MY FOUR SONS WHILE TEACHING POSITIVE VALUES TO THE YOUTH OF OUR MILITARY COMMUNITY,” ADDED POSS.



Chief Warrant Officer 4 Robert Hembrook, command chief warrant officer of Army Reserve Cyber Operations Group, presents a check for \$1125.75 to Mary Considine, Fisher House Foundation Headquarters chief of staff, and Mr. Brian Gawne, vice president of operations, in Rockville, Md., Feb. 27, 2015. (Photo by Makenzie Schulz)

ARMY LEADERSHIP COURSE GRADUATES SUPPORT FISHER HOUSE FOUNDATION MISSION

STORY BY
SHADI MAY, CONTRIBUTING WRITER

FORT RUCKER, ALA. — GRADUATES OF THE WARRANT OFFICER INTERMEDIATE LEVEL EDUCATION COURSE AT FORT RUCKER, ALABAMA, DONATED MORE THAN \$1,100 TO THE FISHER HOUSE FOUNDATION, FEB. 27, 2015.

TRADITIONALLY, PROFESSIONAL MILITARY EDUCATION CLASSES DONATE MONEY TO LOCAL OR NATIONAL CHARITIES, TO HELP MAKE A DIFFERENCE IN THEIR MISSIONS, BY COMING UP WITH A LIST OF CHARITIES AND THEN DECIDE WHICH CHARITY BY A MAJORITY CLASS VOTE.

“I BELIEVE IN THE FISHER HOUSE FOUNDATION BECAUSE IT SUPPORTS NOT JUST THE SOLDIERS BUT ALSO THEIR FAMILIES DURING TOUGH TIMES,” SAID CHIEF WARRANT OFFICER 4 ROBERT HEMBROOK, COMMAND CHIEF

WARRANT OFFICER FOR THE ARMY RESERVE CYBER OPERATIONS GROUP OUT OF ADELPHI, MARYLAND, AND FEBRUARY 2015 WOILE GRADUATE. “I CONVINCED MY CLASSMATES TO GO WITH THE FISHER HOUSE, BECAUSE IT SPENDS IT LARGEST PERCENTAGE OF THEIR DONATIONS SERVING MILITARY AND VETERANS’ FAMILIES. WE COLLECTED AN ATTRACTIVE SUM OF MONEY, FOR A CLASS OF 56 STUDENTS, AND WE WANTED TO MAKE SURE WE WOULD GIVE IT ALL BACK TO OUR OWN.”

THE FISHER HOUSE FOUNDATION IS MOST KNOWN FOR THE FREE HOMES OR LODGING IT PROVIDES TO MILITARY AND VETERANS’ FAMILIES WHILE THEIR LOVED ONES RECEIVE MEDICAL CARE, BUT IT ALSO OPERATES OTHER PROGRAMS SUCH AS THE “HERO MILES” PROGRAM, WHICH GIVES DONATED FREQUENT FLYER MILES TO BRING

FAMILY MEMBERS TO THE BEDSIDE OF INJURED SERVICE MEMBERS AND THE “HOTEL FOR HEROES” PROGRAM, WHICH PROVIDES DONATED HOTEL POINTS TO ALLOW FAMILY MEMBERS TO STAY AT HOTELS NEAR MEDICAL CENTERS FOR FREE OF CHARGE. IN ADDITION, IT ALSO SUPPORTS OTHER MILITARY CHARITIES TO INCLUDE SCHOLARSHIPS FOR MILITARY CHILDREN, SPOUSES AND CHILDREN OF FALLEN AND DISABLED VETERANS.

“WE HAVE RECEIVED DONATIONS FROM OTHER MILITARY SCHOOLS, SUCH AS THE ARMY WAR COLLEGE AND THE ARMY NON-COMMISSIONED OFFICER ACADEMY, BUT THIS IS THE FIRST TIME WE HAVE RECEIVED A DONATION FROM THE ARMY WARRANT OFFICER CAREER COLLEGE,” SAID MARY CONSIDINE, FISHER HOUSE FOUNDATION HEADQUARTERS CHIEF OF STAFF.

DONATING MONEY OR GOODS TO HELP OUT LOCAL OR NATIONAL CHARITIES IS AN INTEGRAL PART OF MANY MILITARY PME SCHOOLS. THE EFFORT IS INTENDED TO UNITE STUDENTS WHO ARE FROM ARMY ACTIVE DUTY, RESERVE AND NATIONAL GUARD FOR A COMMON CAUSE AND DOING SOMETHING ABOVE AND BEYOND THE ACADEMIC REQUIREMENTS.

“THE COURSE WE ATTENDED WAS ABOUT LEADERSHIP AND IT IS A FUNDAMENTAL CONCEPT OF SUCCESSFUL LEADERSHIP TO TAKE CARE OF YOUR TROOPS AND THEIR FAMILIES,” ADDED HEMBROOK, A NATIVE OF TEXAS BUT WHOM CALLS VIRGINIA HIS HOME. “WE THOUGHT TAKING CARE OF OUR OWN MILITARY FAMILIES BY DONATING TO THE FISHER HOUSE WOULD BE THE BEST USE OF OUR MONEY.”



Sgt. 1st Class (Ret) James Ernest Davidson stands next to his daughter Sgt. Dawn "Michelle" Robinson.

MORE THAN 20 YEARS LATER, MOTHER JOINS ARMY RESERVE, SERVES WITH DAUGHTER

STORY BY
STAFF SGT. KAI L. JENSEN
COURTESY PHOTOS

COMING FROM A LONG LINE OF FAMILY MEMBERS THAT SERVED, SHE HAD ALWAYS WANTED TO JOIN THE MILITARY. BUT AFTER HIGH SCHOOL SHE CHOSE TO RAISE HER DAUGHTER, BE A MOTHER, AND SET HER DREAMS ASIDE.

MORE THAN TWENTY YEARS LATER, THE ARMY HAD RAISED ITS AGE LIMIT AND, WITH SUPPORT FROM HER

FAMILY, SHE COULD FINALLY SERVE HER COUNTRY. AT 39 YEARS OLD, DAWN "MICHELLE" ROBINSON JOINED THE ARMY RESERVE AND IS STILL SERVING TODAY.

"SHE IS A SUPER MOM AND MY INSPIRATION," SAID BRIDGETTE LYNN BOYD, MICHELLE'S DAUGHTER AND FORMER ARMY VETERAN AS WELL. "THE ARMY IS A BETTER PLACE WITH MY MOTHER SERVING, SHE IS A MODEL SOLDIER AND WEARS THE UNIFORM WITH HONOR AND INTEGRITY. HER

SERVICE HAS BROUGHT US CLOSER TOGETHER."

ROBINSON, A NATIVE OF ARTHUR, ILL., WAS INSPIRED AND ENCOURAGED TO JOIN BY HER DAUGHTER, WHO WAS ALREADY SERVING ON ACTIVE-DUTY AS AN ARMY LIGHTWEIGHT VEHICLE MECHANIC, AND SO IN DECEMBER 2007, WENT TO FORT LEONARD WOOD, MO. FOR TRAINING WHERE SHE WAS THE ONLY FEMALE TO GRADUATE AS "BEST OF THE BEST" FROM HER MP COMPANY. SHE TURNED 40 FOUR

WEEKS AFTER GRADUATION.

"MY ENTIRE FAMILY HAS SERVED IN ONE BRANCH OR ANOTHER, BUT MOSTLY ARMY," SAID THE NOW 46-YEAR-OLD. "IT HAS SHOWN US STRENGTH WE DIDN'T KNOW WE HAD AND BROUGHT US CLOSER TOGETHER AS A FAMILY. WE TRULY UNDERSTAND SACRIFICE AND HOW IMPORTANT FAMILY IS TO THE SUCCESS OF A SOLDIER."

DURING HER MILITARY CAREER ROBINSON HAS SERVED AS AN MP, SPENT ONE YEAR ON AN ACTIVE-DUTY TOUR AT FORT CARSON, COLO. AS A HUMAN RESOURCES SPECIALIST WITH THE GARRISON SUPPORT DETACHMENT, AND EVEN WORKED IN THE SAME BUILDING AS HER DAUGHTER DUE TO THEIR HUSBANDS BOTH SERVING IN THE SAME MP COMPANY.

SHE ATTRIBUTES HER ABILITY TO OVERCOME CHALLENGES TO HER PERSONAL DRIVE, ALWAYS DOING THE RIGHT THING, AND KNOWING

THAT SUCCESS ISN'T MEASURED IN YOUR ACHIEVEMENTS BUT IN THE ACHIEVEMENTS OF THOSE YOU LEAD. THESE ARE VALUES SHE INSTILLED IN HER CHILDREN ENSURING THAT THEY WOULD HAVE DISCIPLINE, INTEGRITY AND RESPECT.

CURRENTLY ROBINSON IS SERVING AS THE HUMAN RESOURCES NONCOMMISSIONED OFFICER, AND WORKS AS THE UNIT ADMINISTRATOR, OF THE TRANSPORTATION COMMAND ARMY RESERVE ELEMENT.

"IT CHANGES YOU IN MANY WAYS TO SERVE YOUR COUNTRY," SAID ROBINSON. "I HAVE FOUND MY STRENGTHS AND WEAKNESSES AND WORK AT ALL TIMES TO STRIVE FOR BETTER. IN MY SEVEN AND A HALF YEARS [OF SERVICE] I HAVE NO REGRETS. I AM PROUD OF MY UNIFORM, SERVICE, FELLOW SOLDIERS, AND COUNTRY."



ABOVE: Sgt. Dawn "Michelle" Robinson, human resources noncommissioned officer of Transportation Command Army Reserve Element, aims down the sights during weapons qualification.



LEFT: Spc. Bridgette Lynn Boyd, daughter of Sgt. Dawn "Michelle" Robinson, smiles with fellow Soldiers.

SOLDIERS CLEARED TO WEAR OCP, MULTICAM IN JULY



Gen. Raymond T. Odierno, chief of staff of the Army, shakes hands with Soldiers wearing MultiCam uniforms. First introduced in 2002, and later recommissioned in 2010, MultiCam has been used for Soldiers deploying to Afghanistan. (Courtesy photo)

STORY BY
MATTHEW COX
KIT UP! CONTRIBUTOR

BEGINNING JULY 1, THE ARMY'S NEW OPERATIONAL CAMOUFLAGE PATTERNED UNIFORMS WILL GO ON SALE AT MILITARY CLOTHING SALES STORES, MARKING A NEW CHAPTER IN THE SERVICE'S CAMOUFLAGE SAGA.

SOLDIERS CAN WEAR THE NEW OCP PATTERNED ARMY COMBAT UNIFORM – TOP, PANTS, BELT, PATROL

CAP, BROWN T-SHIRT AND COYOTE BROWN BOOTS – AS THE AUTHORIZED GARRISON UNIFORM ALONGSIDE ACUS IN THE OUTGOING UNIVERSAL CAMOUFLAGE PATTERN, ACCORDING TO ARMY OFFICIALS.

COYOTE BROWN BOOTS ARE SLATED TO BE AVAILABLE IN STORES IN AUGUST, ARMY OFFICIALS SAY.

SOLDIERS MAY ALSO WEAR UNIFORMS AND FIELD EQUIPMENT PATTERNED IN THE OPERATION ENDURING FREEDOM CAMOUFLAGE PATTERN (MULTICAM) IN LIEU OF OCP, ARMY OFFICIALS SAID.

THIS CAN CONTINUE UNTIL OCT. 1, 2018, THE WEAR-OUT DATE FOR BOTH OEF-CP AND UCP UNIFORMS, TAN T-SHIRTS AND TAN BOOTS.

THE SERVICE ADOPTED OCP AFTER AN EXHAUSTIVE, FOUR-YEAR CAMOUFLAGE-IMPROVEMENT EFFORT. OCP IS ALSO KNOWN AS SCORPION W2, A REVISED VERSION OF THE ORIGINAL SCORPION PATTERN THAT CRYE PRECISION LLC DEVELOPED FOR THE ARMY'S FUTURE FORCE WARRIOR IN 2002.

OCP LOOKS VERY SIMILAR TO MULTICAM, THE PATTERN THE ARMY

NEW PT AND AC UNIFORMS

ADOPTED IN 2010 FOR SOLDIERS TO WEAR IN AFGHANISTAN.

THE ARMY WILL BEGIN ISSUING THE NEW OCP PATTERNED ACUS TO NEW SOLDIERS IN INITIAL ENTRY TRAINING IN JANUARY 2016, ARMY OFFICIALS MAINTAIN.

ALL SOLDIERS WHO ENTERED THE ARMY BEFORE JAN. 1 WILL HAVE TO BUY FOUR SETS OF OCP UNIFORMS, BROWN T-SHIRTS AND TWO PAIRS OF BROWN BOOTS BY OCT. 1, 2018. ENLISTED SOLDIERS RECEIVE AN ANNUAL CLOTHING ALLOWANCE FOR NEW UNIFORM PURCHASES.



ABOVE: Soldiers perform morning physical training at Fort Wainwright, Alaska while wearing the new Army Physical Fitness Uniforms. The uniform is set to cost \$3 less than the current APFU.



Master Sgt. Benjamin Owen wears the new Army Combat Uniform consisting of the operational camouflage pattern.



Capt. Leala McCollum models the new APFU shorts and short sleeve shirt.



Master Sgt. Dwayne A. Lewis poses in the Army Physical Fitness Uniform running jacket and pants.

NEW PT UNIFORMS AVAILABLE 2015, WEAR OUT DATE OF OLD UNIFORM SEPTEMBER 2017



Army Reserve Soldiers from Fort Douglas, Utah honor veterans for Memorial Day at the Sunrise at Holiday retirement home in Salt Lake City, May 25, 2015. "I love hearing the stories and being able to shake the hands of those that fought before me," said Staff Sgt. Pauliese Litnack, administrative assistant with the 76th Operational Response Command. (U.S. Army Photo by Capt. Addie L. Randolph)



Staff Sgt. Adam L. Strader, command group administrative assistant with the 76th Operational Response Command, speaks with one of the residents of the retirement home. (U.S. Army photo by Capt. Addie L. Randolph)



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