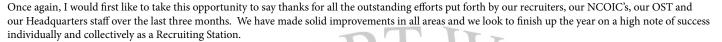
FORTMORT SEPTEMBER 2015





Message from the commander

Recruiters of RS Fort Worth,





School is back and our recruiters will be prospecting the new senior class at every opportunity during the month of September. This is a pivotal month for getting into the high schools and making impactful initial visits with key administrators and educators of each of our schools. This month will set the stage for a successful school year and a healthy quality of life for our recruiting force. There will be late nights for our recruiters as the prime prospecting time for the new seniors will be in the evening when they are home from school. Additionally, we have a short time period to find the best of the best in our high schools for the NROTC Scholarship program. NROTC Scholarships can open up access for a school because it provides unmatched educational opportunities to deserving students. Again, this will be a busy month for every Marine within the command, but if the work is put in upfront the rest of the year will be fruitful and productive. First to contact, first to contract.

Commander's Guidance:

Getting in to your schools and tackling the market shift.

HS/CC Program. We are in a big sales force rotation. We have Marines rotating out and new Marines rotating in. The first year in the fight can lead to major pool turbulence. During sales force rotation: NO POOL ORPHANS!!!!!! Conduct physical recruiter changeovers between recruiters. DO NOT NEGLECT THE POOL. Sales force strength over time. With a significant number of our sales force changing over this year, you are at the line of departure for renewing HS/CC contracting strength. We have many new recruiters standing at the doorstep of schools waiting for them to open. This is the season of first impressions. First impressions upon the new pool, new parents, new influencers,...and one of the most important first impressions a new recruiter is going to make in his/her 3-year tour, THE FIRST IMPRESSION UPON THE SCHOOL AND THE EDUCATOR.

Don't let your Marine step in front of that educator, that school, unprepared. If you train to it, and hold your Marine accountable to it, and if done right, this first impression, during an initial visit, or even when the Marine approaches the secretary's desk for the first time, is going to create a positive impression to be milked for years.

Obviously, opening as many schools as possible, horizontally, will build greater contracting strength across your AO, will add depth to your options, and will provide insurance against the other services doing something in your school and leaving an anti-military attitude behind.

The totality of the service's stature and overall worthiness is largely based upon the current opinion held within the school about that individual recruiter. This ripple of perspective extends into the student population, or our market. Marines...train, practice, rehearse initial visits. Use each other as role players. If one recruiter has an educator that he's been working with for years, and a new recruiter is aboard, have the vet take the new recruiter to visit the "sold" educator and model a professional healthy educator relationship and initial visit

Here are a few other planning principles:

-Remember that educators work in a relatively small world.

They do the same things every day, see the same kids, go through the same routine schedule, and probably have been doing so for years. While there are different personalities and different dispositions, most of them welcome any bright cheery spot during their sometimes dreary routine day. Never go to a school without a smile on your face and something to offer that educator in the form of a trinket or opportunity. Just getting a coffee cup, calendars (these things have become like religious artifacts in many schools I've been in), pencils, shirt, puts something NEW, FUN, and POSITIVE in that educators day. They will greatly appreciate that moment and look forward to the next one.

Sell the ASVAB, and once scheduled, get with the XO to discuss the game plan in advertising the ASVAB in the school 3-4 weeks before the test to maximize participation and gain a large list of potentially mentally qualified applicants.

-Remember that educators are proprietary in nature.

Meaning, that school IS their world and YOU are an outsider until they accept you into their world. Yes, schools have access policies. Some educators will hold fast on those policies, but I'm telling you, if you have a maneuver mindset, there IS a way to improve situations and get what you need with regards to that school. The best common link you have with an educator is that YOU ARE BOTH IN THE BUSINESS OF PROVIDING OPPORTUNITIES TO KIDS!!!! If you can get past the "recruiter" stereotype and sincerely get this point across, you, your business WILL be entertained and given some level of positive support. This is tricky and SNCOICs, you may have to, and I'd say in most cases, help your recruiter create this breech.

Realize this...many educators "OWN" their kids. They have watched these kids progress for four years and have become sentimentally tied to them. This is especially true in rural schools but also in metro schools that have counselors assigned to small groupings of kids, usually alphabetically. When you are interacting with an educator about a kid's future, you need to treat that conversation with the same sensitivity you'd use in a parental PC. These are THEIR kids and joining the Marine Corps means turning over THEIR kids, THEIR trust that you are going to do the right thing by THEIR student. In their eyes, even when he comes back in dress blues, he is still THEIR student before he is a U.S. Marine. Finally, on this point, my ultimate test to know whether or not you've been accepted by the school: When you are invited into the faculty "lounge," you are at the position of ultimate trust, because everything about that school, its people, its students, its inner working comes out in the faculty lounge. It can be a strange place, but a place to gather great intel. Don't invite yourself.



STRAIGHT FROM THE SERGEANT MAJOR

Marines and Poolees,

As we come to the end of yet another challenging but yet productive year here at Recruiting Station Fort Worth, I would be remiss if I didn't extend my most sincere gratitude and admiration to each of you for the sustained level of performance exhibited by all in direct support of the many successes Recruiting Station Fort Worth achieved throughout the year...job well done Marines!

I believe that we are in a position of great strength as we push into the new fiscal year. We are fortunate enough to have a considerable number of seasoned recruiters in each of our Recruiting Sub-Stations. As such, with this level of knowledge, experience, ambition and commitment to excellence across the recruiting station, there should not be any doubts that RS Fort Worth will be the example for all others to emulate within the 8th Marine Corps District. Marines, this will be a multiple banner year for RS Fort Worth, and I am absolutely elated to know that I'll be present to witness the many accomplishments that most of you will experience while assigned to this difficult and demanding assignment. Remain vigilant in your daily endeavors and never lose sight of the fact that recruiting duty requires consistent team work in order to be successful.

In comparison to last year's accomplishments as it relates to the pool, this year we did remarkably well in generating quality referrals for contracts. More importantly, we'll finish with an improvement of approximately seven percent less DEP attrition from last year's results. This level of performance is a direct result of our recruiters staying engaged with the pool and committed in their responsibilities as recruiters to mentally and physically prepare these young men and women for the rigors of recruit training. As far as the pool production for contracts, this year we'll finish roughly five percent above the minimum standard. Once again, this is a direct result of the effort of the recruiters' initiatives to remain present in front of the poolees and reminding them of their primary obligation while assigned to the Delayed Entry Program (DEP) which is to produce quality referrals for contracts. I am pleasantly pleased with this result and I ask that we continue to remain engaged with the pool to better assist you in your recruiting efforts.

For my poolees currently in the DEP, be reminded; the Marine Corps DEP provides young men and women the opportunity to enlist in the Marine Corps while waiting to begin recruit training. The DEP ensures that all "future Marines" report to the Marine Corps Recruit Training Depots ready to train, both physically and mentally. In the time between signing your contract and officially beginning your training, you will develop a sense of camaraderie and esprit de Corps through participation in family nights, training events, and other activities facilitated by Marine Recruiters. Enlisted men and women do not earn the title "Marine" until their completion of recruit training; therefore, aspiring Marines enrolled in the DEP are "pooled" together for preparation, and thus called "Poolees." To prepare for the challenges of recruit training, Marine Corps Recruiters train with their Poolees, teaching them the Marine Corps' Core Values, physical training, customs and courtesies and, general knowledge. As outlined in my letter to you ("Expectations for Poolees 'Future Marines' in the Delayed Entry Program") that was provided to you during the welcome aboard brief from your recruiter. I expect each of you to follow the intent of this letter as its purpose is to ensure that you are adequately prepared to face and overcome the many challenges experienced while in recruiting training. Each of you have what it takes to be a United States Marine, all I ask of each of you is to remain focused, committed, and dedicated in the things that you can control to make this dream a reality!

Lastly, to the Marines, the most valuable asset to any Marine organization is you...the Marine! We must continue to strive in everything that we do each day to ensure that we keep the preservation of the force, in this case, the Marines and families of Recruiting Station Fort Worth our #1 priority! Therefore, as you stay committed and dedicated within your assigned roles and responsibilities as recruiters to gain success, I ask that you put forth the same level of effort in the interaction with your fellow recruiters and family. Your success, Marines, is our absolute measure of effectiveness!

Semper Fidelis, Sergeant Major Troy A. Nicks



Marine Corps Knowledge

DID YOU KNOW...?



In 2009, Marines made history with the development of its Female Engagement Team (FET) program. Trained to gather intelligence, and perform community outreach with women and children, these Marines showed that an outstretched hand is often the strongest weapon against terror.

During the wars, Marine FETs — much like Army Lioness teams — deployed in small detachments with male infantry units in order to collect information from families and communicate with women without breaking cultural taboos.





MOTIVATION

ARE YOU READY FOR THIS?!

THE TRANSFORMATION IS FOREVER.

Click the video to watch!





TROOP SCOOP

SOON TO SHIP

RSS ABILENE
TAYLOR HULL
HARROLL SCOTT

RSS ARLINGTON
WILLIAM FERNENDEZ
GRAHAM HAMMONDS
GABRIALLE SANDIDGE
ANDREW TORRES
MICHELLE HERNANDEZ
JEINY GUTIERREZMA
JACOB GARCIA
LUIS PEREDA

RSS Bedford

ABEL JIMENEZ
THEPVANON LITMIXAY
DUSTIN MORRIS
GENEVIEVE GREENIA
FERNANDO ZEBALLOSMAN

RSS DENTON
ROSS THORNBURG
COLLIN ACOX
ZACHARY HOOPER
BRADLEY TUSCANA
DUNCAN MURRAY
JAMES MCDOWELL

RSS FORT WORTH
CALEB KNOTTS
ANGEL CASTRO

Daniel Edwards Charles Garcia Petrick Lee

RSS KILLEEN
ANGELO AQUINO
ZACHARY MORGAN
ALEX LAMBERT
ALEXANDER MATHENY
IESSE REYNA

COLTON HART

RSS Lewisville Kenneth Fuentes Marcus Girma Dakota Allan Jonathan Brown Derek Kalata

RSS MANSFIELD
ALEX DUNCKERSON
PARKER GEISEL

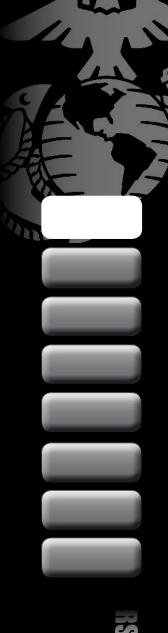
RSS MID-CITIES SAMUEL SANCHEZ KADE HARNER

RSS SAN ANGELO

RSS WACO

RSS Weatherford

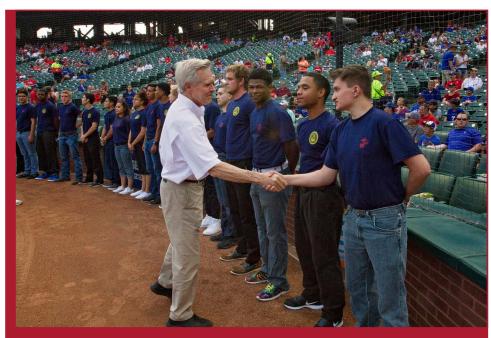
RSS WICHITA FALLS
QUINTEN GONZALEZ
COLBY BROWN
JACOB MCPHERSON
ALEXANDER SMITH
DUSTIN MITCHELL
HUNTR HARMAN



POOLEE SWEAR-IN



I, ______, do solemnly swear (or affirm) that I will support and defend the Constitution of the United States against all enemies, foreign and domestic; that I will bear true faith and allegiance to the same; and that I will obey the orders of the President of the United States and the orders of the officers appointed over me, according to regulations and the Uniform Code of Military Justice. So help me God.









RS Fort Worth

High School CFT















FIND A RECRUITER

RSS ABILENE 4365 S 1ST STREET ABILENE, TX 79605 (325) 695-8364

RSS ARLINGTON
4134 S COOPER ST, STE B
ARLINGTON, TX 76015
(817) 467-8842

RSS BEDFORD
6020 PARKER BLVD
SUITE 130
NORTH RICHLAND HILLS,
TX 76180
(817) 656-5500

RSS DENTON 2219 S LOOP 288, STE 200B DENTON, TX 76205 (940) 891-2993

RSS FORT WORTH
6716 WESTWORTH BLVD
WESTWORTH VILLIAGE, TX
76114
(817) 377-4114

RSS KILLEEN
201 E. CENTRAL
EXPRESSWAY
HARKER HEIGHTS,TX
76548
(254) 690-2626

RSS Lewisville 1148 W Main St, Ste 1108A Lewisville, TX 75067 (972) 221-6195

RSS MANSFIELD 1724 E BROAD STREET, STE 120 MANSFEILD, TX 76063 (817) 477-2441

RSS MID-CITIES
750 S MAIN ST, STE 123
KELLER, TX 76248
(817) 741-8188

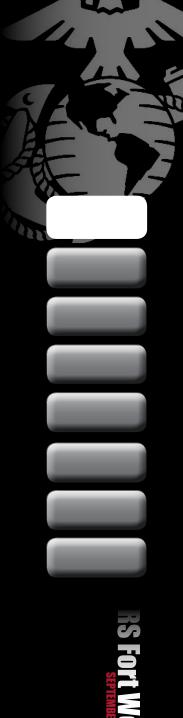
RSS SAN ANGELO 4001 SUNSET MALL, STE D SAN ANGELO, TX 76904 (325) 944-8446 RSS WACO 8810 WEST HWY 84, STE 304 WACO, TX 76712 (254) 772-7755

RSS WEATHERFORD 220 ADAMS DR. WEATHERFORD, TX 76086 (817) 599-5324

RSS WICHITA FALLS
4210 KELL BLVD, STE 102
WICHITA FALLS, TX 76309
(940) 692-2373

OFFICER SELECTION OFFICE

OSO 2221 E. LAMAR BLVD, SUITE 225 ARLINGTON, TX 76006 (469) 688-9134



RESOURCES

Here you will find links to some useful resources while you're preparing to go to recruit training or to explore some of your options within the Marine Corps.

United States Marine Corps Recruiting

MARINE OFFICER

LIFE AS A MARINE

OFFICIAL MARINE CORPS FACEBOOK

RECRUITING STATION FORT WORTH FACEBOOK

OFFICIAL MARINE CORPS YOUTUBE

MARINE CORPS RECRUIT DEPOT SAN DIEGO