

# RS FORT WORTH

SEPTEMBER 2015



FOR THE MARINES AND POOLEES OF RS FORT WORTH  
RECRUITING STATION FORT WORTH, 8TH MARINE CORPS DISTRICT



# MESSAGE FROM THE COMMANDER

Recruiters of RS Fort Worth,

Once again, I would first like to take this opportunity to say thanks for all the outstanding efforts put forth by our recruiters, our NCOIC's, our OST and our Headquarters staff over the last three months. We have made solid improvements in all areas and we look to finish up the year on a high note of success individually and collectively as a Recruiting Station.

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 up-front 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 breach.

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.

Semper Fidelis,  
Major Robert F. May





# 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  
GABRIELLE 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  
JESSE 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.**





# 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  
MANSFIELD, 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](#)