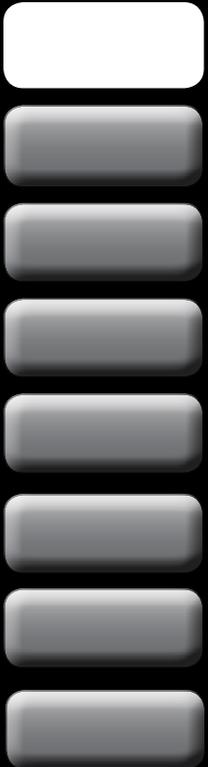


RS FORT WORTH

AUGUST 2016



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 few 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 will soon be back in session 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.

1. 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.

-Schools are compartmentalized. One of the biggest mistakes a recruiter makes is making ONE CONTACT in a school and then assuming that he'll be able to work everything he needs through that one contact. Here is some insight into those fiefdoms. Depending on the school, but to some degree in all, the counselor's office doesn't effectively communicate with the teachers, who doesn't effectively communicate with the coaches, who doesn't effectively communicate with the registrar's office, who doesn't effectively communicate with the Assistant Principal's office (some schools have as many as 6-12 Assistant Principals for different functional areas), who doesn't effectively communicate with the Principal's office, who doesn't effectively communicate with the Band Director, and on and on..... The point is that to effectively work and garner future Marines out of school, you have to get physically close to the source closest to the area in which you need access. While a school may have a restricted access, the band director may be former military who wants you in his area, and controls his small compartmentalized portion of the school. If you want to talk to a political science class, the counselor doesn't control that, the teacher does. If you wait on the counselor to coordinate your presence in a class, you may be waiting a very long time, or may never get that opportunity.

Every time you go to a school, make it a mission to meet one faculty person not previously met. Make it a goal to have a 1-2 minute conversation with this contact. Sew your positive impression on a wider scope every time you go to the school.

2. Market shift. A lot of things are going to start changing about mid-next month. With all the above rhetoric about breaching schools, obviously scheduling senior applicants is going to become additionally restrictive. You can plan for it now, with specific senior processing days articulated to your recruiters, or you can react to each one once the senior applicant is qualified, sold, and at the point of scheduling. Right now, REBUILD, REHABILITATE, RENEW, REFRESH, whatever you want to call it.....YOUR WORKING FILE. Obviously, we are still working a grad/senior split and our priorities when we conduct prospecting is to make it balanced with an eye on Seniors, Grads, males, females and especially our always important K4 mission. 90 days circumstances change so while we want a united front in the schools - last year's seniors are this year's grads and getting to them is as important as everything else you do.

Thanks for everything you do...

Semper Fidelis,
Major Robert F. May

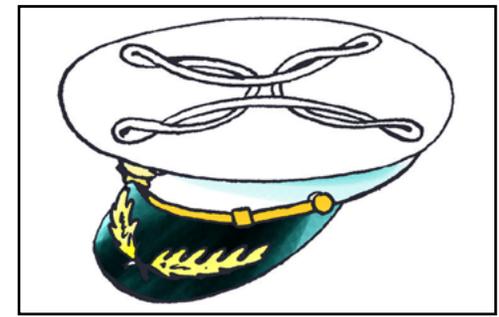
MEET THE NEW XO AND OSO

Capt. Brandon Sims, XO
Hometown - Centennial, CO
0302 - Infantry Officer
4 years of service
Deployed on the 31st MEU
A&M graduate



Capt. Michael Bressler, OSO
Hometown - Oak Harbor, WA
0302 Infantry Officer
4 years of service
Deployments OEF 14.2 & UPD 15.2
U.S. Naval Academy graduate

MARINE CORPS KNOWLEDGE



DID YOU KNOW...?

In the U.S. Marine Corps, *quatrefoil* refers to a four-pointed decoration on the top of a warrant or commissioned Marine officer's dress and service cover. According to tradition, the design was first used with Marine officers on sailing ships so that Marine sharpshooters in the rigging did not shoot their own officers on the deck during close-quarters gun battles (as when crews of opposing ships attempted to board each other's ship). An official part of U.S. Marine Corps officer uniforms since 1859, the quatrefoil was said initially to have been crossed pieces of rope sewed into officers' caps before becoming officially mandated as a uniform item.





MOTIVATION

ARE YOU READY FOR THIS?!
THE TRANSFORMATION IS FOREVER.

Click the video to watch!



RS Fort Worth
SEPTEMBER 2013

TROOP SCOOP

SOON TO SHIP

RSS ABILENE

CORBEN DABIN
MATTHEW DUPREE
ALONDRA RODARTE
CHRISTOPHER SCOWDEN

RSS ARLINGTON

CHANDLER HICKMAN
ANIBAL LAZO
BRIAN LE
TERRIS STRICKLAND

RSS BEDFORD

ANDREW AUSTIN
TYLER COHEN
DANIEL IRLAND
TYLER VALENTAPALLET

RSS DENTON

CAMERON HOBERER
ADAM JACKSON
AUSTIN NOLEN
GERARDO RIVERA
JOSE ROJASRAMIREZ
JEREMY SANMIGUEL

RSS FORT WORTH

WILLIAM DELARUA
BLAKE MASSEY
JUSTIN OXFORD
FLAVIO PESINA
KEVIN ROBLES
LEWIS VALLE

RSS KILLEEN

STEPHEN BATES
NICODEMUS BETTENCOURT
DANIEL MURDOCH
BRENDAN NILES
LUIS SALDANA

RSS LEWISVILLE

EMILIO BARRIENTOS
HECTOR BURGOS
STEVEN CANTU
BRYANT DELVILLAR
ZION GUNN
EDGAR LOPEZ
ERNESTO LOPEZVILLEGAS
JOHN MANESS
ALEJANDRO SOLANO
BRADY SUTHERLAND

RSS MANSFIELD

ROBERT HAWES
MARIA MORALES
XAVIER TENNHUE

RSS MID-CITIES

STEPHANY GONZALEZTREJO
AVERY LONEY
ALLSTON MILLER
BROCK REDDING
DANIEL ROWAN
WILLIAM TURNER

RSS SAN ANGELO

HAIDER ALI
JAMES REEVES
RYAN WARTENBACH

RSS WACO

DOMINIC BARAJAS
DENNIS BRANTLEY
DEVIN CADY
IVAN CRUZ
STERLING LONG
KARINA RIVERA
RYAN WORKMAN

RSS WEATHERFORD

TY CASKEY
RAYNI GRAY
TRENTON MELTON
TYLER MORRISSETTE
KRISTOPHER PETERS
FARIS SALEH

RSS WICHITA FALLS

WILLIAM HAMMAN
TYLER HORTON
ROBERT JUMP
ABIGAIL PACE
BRICE RICHARDSON
BRAYDEN SEWARD
TRENTON SIMS
DEVIN SMITH

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.



EDUCATOR'S WORKSHOP



RS Fort Worth
SEPTEMBER 2015

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

2711 W. BERRY ST.
FORT WORTH, TX 76109
(817) 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](#)