

May 2017



PHOENIX RISING

VOL. 1 NO. 1 U.S. ARMY RECRUITING BN, PHOENIX

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Phoenix Recruiting Battalion conducts mass enlistment



Lt. Col. David Clukey (left, at microphone), commander, Phoenix Recruiting Battalion, administers the oath of enlistment to 50 Future Soldiers from the battalion, April 9, Chase Field, Phoenix.

The mass enlistment ceremony took place shortly before a Major League Baseball game between the Arizona Diamondbacks and Cleveland Indians.

Thanks must go to Jonathon Elosegui from the Diamondbacks staff and the USO, for coordinating with the battalion to make this memorable event a reality. ***(More on page 14)***

From the Commander

“Army Recruiters are dedicated to helping students become highly educated, confident leaders of tomorrow.”

- Lt. Col Dave Clukey



Phoenix Battalion (BN) is truly rising and generating momentum as we close in on the tail end of 2nd Quarter (QTR), Fiscal Year (FY) 2017. The BN has much to be proud of, in addition to enlisting over 1,200 AR/RA Soldiers during 1st and 2nd QTR FY 17, the BN initiated numerous enduring initiatives in the last nine months.

Recruiting Centers across the BN footprint reinforced by their Company Headquarters established and fostered critical relationships with mayors, chambers of commerce, businesses, and professional sports organizations, while simultaneously strengthening relationships and credibility with key high schools across the two state area.

Phoenix BN worked closely with the Arizona Unified Veterans, Veterans Caucus, Arizona House of Representatives and the Superintendent of Education to improve education in Arizona by using U.S. military enlistments criteria as a benchmark to assess high school educational proficiency. Given that only 3 out of 10 American youth meet the minimum standards for military service, Arizona saw relevance in including military enlistments and ASVAB as part of state annual high school assessment criteria. The Arizona Department of Education will vote to determine annual assessment criteria in April 2017.



Bullhead City Center commemorates its membership to the Chamber of Commerce with City Leaders.



The U.S. Army parachute Team "Golden Knights" conduct a military freefall operation into Sun Devil Stadium 10 November 2016

In order to promote the relevance and importance of military service, and to recognize young adults who decided to become part of the only 1% of U.S. society to serve, Phoenix West Company (CO) collaborated with the Glendale City Council to conduct the first ever "Our Community Salutes" event in Glendale planned for 28 April 2017.

Similarly, Phoenix Central conducted a sustained campaign with the Phoenix Suns to promote military service and coordinated with the Arizona Diamondbacks to enable the first Army Mega Future Soldier Swear in on Chase Field in recent times on 9 April 2017.

To showcase Army capabilities and honor the memory of Corporal (CPL) Pat Tillman, Tempe CO spearheaded the first ever U.S. Army military free fall operation into Arizona State University's Sun Devil Stadium and the Phoenix metro area. They facilitated 'Golden Knights' support for ASU's CPL Pat Tillman Memorial Football Game.

I'm proud of the BN and honored to be a part of such an exceptional organization. With the pending mission increase over the next two years, the BN needs to continue to augment decisive recruiting operations (OPS) with supporting OPS focused on improving education, supporting key events, and expanding relationships with Community Partners.



From the CSM

“Army Recruiters today are preparing the Army of 2020”

- CSM Jose Gomez

The Phoenix Recruiting Battalion bears one of the largest missions in the brigade and is responsible for producing 1124 Regular Army (RA) and 123 Army Reserve (AR) enlistments thru the end of 2nd Quarter for Fiscal Year (FY) 2017.

With just over 250 total recruiters, the battalion has a huge responsibility of filling 2558 RA and 283 AR enlistments for this current FY. We have one of the most important missions in the Army and are responsible for maintaining the greatest Army in the world, which is necessary for protecting our country.

With only one percent of Americans volunteering to serve in any military branch and only 3 in 10 American within our targeted category who meet qualifications, this mission becomes challenging. Therefore it takes a specially qualified, trained, and motivated Soldier to find those who qualify to enlist and to ensure they are prepared for training.

There are roughly 150,000 Noncommissioned Officers in today’s Army and only 14,500 are qualified to serve in Positions of Special Trust and Authority (POSTA).



Enjoying a great PT session with the Soldier’s of the Yuma Recruiting Center in Yuma, Arizona.

The recruiters in our command are the most qualified Soldiers the Army has to offer and thus carry significant weight when it comes to promotions.

In order to be successful, we must create a capable team to accomplish the mission. I spoke about the quality and importance of our recruiters; Center Leaders are the gravity in this command and is one of the toughest jobs next to a recruiter. Next is ensuring we have capable company commanders and knowledgeable first sergeants who have the necessary skills to drive production and take care of our Soldiers. Then there must be support from the battalion staff to assist in mission support.

This all ties into creating and having a dedicated team who has one vision, which is accomplishing our entrusted mission. I truly believe our battalion has the best Recruiters, Center Leaders, First Sergeants, and Company Commanders in the command and are more capable of accomplishing the mission. This team is the winning side we have created. I look forward to mission success in 3rd quarter. One Team, One Fight.

Phoenix 7



Phoenix Battalion leadership with company leadership at the Johnson Space Center during Brigade OUA Briefing.

K-9 demonstration thrills local students



Joker, a 4-year-old military working dog assigned to Fort Rucker, Ala., grabs hold of Sgt. Oscar Rodriguez, military working dog handler, 483rd Working Dog Detachment, Fort Huachuca, Ariz., during a demonstration for students at Paradise Valley High School, Phoenix, Feb. 8. The demonstration was in support of the Phoenix Recruiting BN and their recruiting efforts in the Phoenix area. (USAREC photo by Alun Thomas)



Joker, a 4-year-old military working dog assigned to Fort Rucker, Ala., attempts to apprehend Sgt. Oscar Rodriguez (left), military working dog handler, 483rd Working Dog Detachment, Fort Huachuca, Ariz., during a demonstration for students at Paradise Valley High School, Phoenix, Feb. 8. Holding Joker back is Pvt. Christopher Cyphers (right), military working dog handler, 906th Military Working Dog Detachment, Fort Rucker, Ala. The demonstration was in support of the Phoenix Recruiting BN and their recruiting efforts in the Phoenix area. (USAREC photo by Alun Thomas)

Promotion ceremony a family affair



Lt. Col. David Clukey (left), commander, Phoenix Recruiting BN, praises Master Sgt. Redus Thomas, operations noncommissioned officer in charge, Phoenix Rec. Bn., during a promotion ceremony for Thomas, Feb. 1, BN headquarters, Phoenix. Thomas was joined for the ceremony by his daughters Kaylah (left) and Lilyona (right). (Photos by Alun Thomas, USAREC Public Affairs)



NHRA champion visits Desert Ridge High School

Photos from a National Hot Rod Association Show Car Display, Desert Ridge High School, Mesa, Ariz., Feb. 23, conducted by the Tempe Recruiting Company, Phoenix Recruiting BN.

The highlight of the display was an appearance by multiple time NHRA champion Tony Schumacher, who races the U.S. Army sponsored hot rod. Recruiters engaged students from the high school and dispersed free Army and NHRA based equipment and clothing.



Army Day at the Races 2017

The Phoenix Recruiting BN participated in the National Hot Rod Association (NHRA) Army Day at the Races, Feb. 25, Wild Horse Pass Motorsports Park, Chandler, Ariz.

The event was an opportunity for local vendors and associates of the BN to attend NHRA activities and meet with Soldiers and representatives. The Tempe Recruiting Company attended the event and assisted with the Go Army Experience, where civilians were able to challenge themselves with an assortment of physical activities.

Speaking at the event on behalf of the BN was LTC David Clukey, BN commander, and SFC Fernando Gonzalez, the designated Soldier Hero, who also was interviewed track side.

Participants were able to get a close up look at the Army hot rod in the pit, with 8-time NHRA champion Tony Schumacher competing in qualifying heats, prior to Sunday's finals.



Army career benefits Glendale law enforcement hopeful

Story by Alun Thomas, U.S. Army Recruiting BN-Phoenix

GLENDALE, Ariz – The road to a career in law enforcement has been a mammoth journey for Ashley Street, almost a decade in the making.

Where the path once seemed dim, it's now incredibly brighter - all thanks to the U.S. Army and the Partnership for Youth Success program, which have combined to help Street pursue her dream of becoming a police officer.

Street, a native of Glendale, Arizona, currently works as a security officer with Security Services, a non-sworn position with the Glendale Police Department, a role she sees as a stepping stone to an eventual spot with the police itself.

It's something she's aspired to upon graduating high school and entering college, where she pursued a degree in criminal justice.

"I started at Arizona State University and became interested in criminal justice



Ashley Street, security officer with Security Services, a non-sworn position with the Glendale Police Department, and also a noncommissioned officer in the Army Reserve, poses with Antonio Johnson, marketing analyst for the Partnership for Youth Success program, at the Glendale Police Department, Glendale, Ariz., Feb. 16.

and law enforcement through a friend who was taking courses in that field," Street said. "I was working in a completely different field and once I started helping her with criminal justice studies I changed fields immediately."

Luckily her friend's father was a lieutenant in the local police department and he invited Street for a ride along, which

solidified her desire to serve in law enforcement.

"I was hooked instantly and immersed myself in criminal justice studies," Street said. "Once I graduated with my degree I applied to several police departments where I did well in the hiring process."

(continued next page)

Army career benefits Glendale law enforcement hopeful (cont.)

Unfortunately Street was deemed to be lacking in leadership skills by the departments, which she said was due to fierce competition from those with a military background.

“I was up against a lot of Soldiers and military professionals that were coming off active duty and had skills that transitioned well to law enforcement,” she continued. “My degree was great, but not comparable to leadership skills and attaining characteristics necessary for the police.”

“I just didn’t have the total package,” Street said.

With a student loan debt and burgeoning responsibilities, Street saw an advert for the U.S. Army and took the plunge by visiting a recruiter in Glendale to enlist.

“My recruiter told me about the loan repayment program, which I jumped all over,” Street explained. “I signed a contract to become an Internment/Resettlement Specialist, which is basically a corrections officer in the Military Police corps.”

The recruiter then asked Street if she wanted to be placed on the PaYS program, which ensures Soldiers are guaranteed a job interview with a PaYS partner of their choice after completing their Army Reserve training or first term of service.

The program provides employers with a pool of highly skilled, motivated and professional candidates from which they can fill their personnel needs.

Street accepted readily, realizing it would be a helpful transitional tool when she eventually left active duty.

“I knew it would get me an interview with various organizations I was interested in,” she said. “I had very specific goals - get my degree, obtain leadership skills, get my loans paid off and come out and apply for law enforcement.”

Street has fond memories of her recruiter, who she said helped her find a new direction in life.

“I had a really great recruiter who kept in touch with me,

even after I joined the Army,” Street said. “When I was working in Guantanamo Bay he wrote a letter checking up on me, which was 2 and a half years after I enlisted.”

“He made it a really smooth, easy transition and he got me shipped out to basic training just two weeks after I signed up,” Street recalls.

Street ended up doing two terms and served five years on active duty, in locations such as Fort Leavenworth, Kansas, and Guantanamo Bay, Cuba, before leaving for civilian life once again.

“I love, love the United States Army,” Street said with a smile. “Without it I wouldn’t have the passion in civilian life I do now. I missed it so much I joined the Army Reserve to get back in.”

“The leadership skills, the interpersonal communication skills ... I would never have been able to sit here and talk about this without the confidence the Army gave me.”

Education officer provides ASVAB assistance

Story by Alun Thomas, U.S. Army Recruiting BN-Phoenix



Photo By [Alun Thomas](#) | Regan Mendina-Pellow, education services officer, Phoenix Recruiting BN, poses for a photo in her office, Nov. 16, 2016,.

PHOENIX – Upon entering the military one of the most critical tasks any recruit will undertake is the Armed Services Vocational Aptitude Battery (ASVAB) test.

The ASVAB determines what military occupational specialty a Soldier will possibly excel at and is undertaken by more than a million people yearly, including a multitude of high school students.

It consists of various sections, including mathematics, paragraph comprehension, general science and word knowledge among others.

Regan Mendina-Pellow, education services officer, Phoenix Recruiting BN, is tasked with assisting Arizona and New Mexico based high school students in administering the ASVAB and guiding them on the path to success.

Pellow said she ensures the schools meet proper requirements before she begins working with them. (continued next page)

Education officer provides ASVAB assistance

"I look at the schools and find out if they're accredited, what type of curriculum they use and if they've fulfilled state requirements for graduation in both states," Pellow said. "I go out into the schools and talk to administrators and students alike. The recruiters let me know what they need out in the field and I step up and provide that information and resources to them."

Pellow said the ASVAB is an aptitude assessment which is intended for military entrance, but has expanded over the years to include a variety of career fields.

"It's not just for military career fields," Pellow said. "The military just happens to be a portion of it. We want to make sure kids have choices when they're taking the ASVAB."

Pellow explained how the test is conducted, which to this day remains standardized and basic.

"The ASVAB takes about three hours to do and is usually the pencil and paper method," she said. "There's eight sections they have to complete."

"It's part of a traditional, standardized test where everyone starts at the same time and finish the portion before time is called. Then they move on to the next section."

The ongoing evolution of the ASVAB makes it increasingly easier for students to gauge their own level of performance and future direction, Pellow said.

"The ASVAB program has really changed over the last few years. Even in the last 6 months there's been an explosion of online information," she explained. "A student can take their score, along with the access code on the corner of their test, and access all their assessments, scholarships, resume writing, salary information, all online. It's just phenomenal."

The focus is on juniors and seniors. They're the scores that count. But sophomores can be tested as well, purely from a practice standpoint. The scores don't count, but we can do a career exploration with them," she continued.

"This is all somewhat new with the ASVAB explosion online. We're trying to get the state of Arizona to track where they're going, who is enlisting, who is going into college and who dropped out after 2 years," she said. "We're hoping that the ASVAB becomes mandatory as part of school grading and is made an exit exam as well."

Generational shift to shape Army future

Story by Alun Thomas, U.S. Army Recruiting BN-Phoenix



Col. Terance Huston, brigade commander, 5th Recruiting Brigade, talks about the generational shift in the military and how to effectively engage and recruit millennials in the modern Army, at the Equipment and Moldmakers Leadership Summit, hosted by the Plastics Industry Association, Feb. 27, Arizona Grand Resort and Spa, Phoenix. (Photo by Alun Thomas, USAREC Public Affairs)

PHOENIX – U.S. Army Recruiting Command leadership attended the Equipment and Moldmakers Leadership Summit, hosted by the Plastics Industry Association, Feb. 27, Arizona Grand Resort and Spa, Phoenix.

Speaking on behalf of USAREC was Col. Terance Huston, brigade commander, 5th Recruiting Brigade, who talked about the generational shift in the military and how to effectively engage and recruit millennials in the modern Army.

Huston said although the Army has widespread respect, many are unaware of the opportunities

the Army offers.

“The Army doesn’t have widespread public knowledge or widespread public understanding of the 150 career fields and 190 military occupational specialties within it - a major challenge for the Army,” Huston said.

This in turn makes recruiting an enormous challenge, with the Army having to develop precision and broad marketing strategies to reach an increasingly diverse audience of potential recruits, parents, and influencing **(cont. next page)**

Generational shift to shape Army future (cont.)

elements, Huston said.

“The Army isn’t interested in co-opting young men and women into joining the Army – we just want them to have the opportunity to make an informed decision about their future,” he continued. “There are many myths about serving in the Army, but I assure you the Army is one of the nation’s most versatile forces to meet the most difficult and ever-changing global challenges with the scale and scope to adapt as needed.”

Huston said the Army can maintain that versatility by understanding the new and next generation of citizens who would be Soldiers, which is achieved by constantly accounting for the next generational shift.

“This new generation has a strong professional drive, with a majority envisioning themselves in a professional job by age 30 – to include having advanced degrees,” Huston explained.

“They’re also confident they will achieve their goals and have detailed plans about what school they’ll attend and the career they’ll pursue.”

This means we have to engage them earlier in high school than we have in the past, to accurately

ly inform their decision cycle, Huston said.

“Parents are more involved in the research process and want to ensure that their child has researched thoroughly before making a decision ... which means that we also must engage the parents in very deliberate ways,” he explained.

Huston discussed other shifts in Army ideology, such as gender-neutral standards, which will accommodate the changing balance of those entering Army service.

“Gender neutral standards, Military Occupational Specialties open to all, family-friendly programs, increased medical benefits and processing efficiencies are a few of those efforts that accommodate the current generation's needs,” Huston said.

Although this list is not all-inclusive, it is representative of the value that we put on reaching this generation, Huston added.

“It reinforces the Army’s relationship with the recruit, the family and the influencers,” he said. “Now, more than ever, we need to maintain and build

upon the special relationship between the Army and the families that we recruit.”

Huston said he gains energy from the young people he meets in his travels, especially their willingness to put themselves out there and to take risk for their country’s betterment.

“But to get the best and the best out of them they must be informed and knowledgeable,” he said. “Our future is only as good as the young people we develop ... and their future is only as bright as the mentorship we give them.”

Huston said he firmly believes that young men and women want to serve others and play an active role in setting the conditions for our society’s success.

“They want to be a part of something bigger than themselves ... they want to make the world a better place,” he said. “We also must make sure they never lose their desire to selflessly serve others and serve their communities.”

NHRA legend helps drive Phoenix recruiting efforts

Story by Alun Thomas, U.S. Army Recruiting BN-

CHANDLER, Ariz – As an eight-time National Hot Rod Association (NHRA) champion, Tony Schumacher has few peers in the world of drag racing.

Schumacher, who has been driving the U.S. Army sponsored dragster since 2000, has won a record 82 event titles over his career and adds a winning edge to everything he does on and off the track.

He also lends his talents to U.S. Army recruiting efforts, where he participates in the Youth and Education Services program, which allows high school students to learn about career opportunities in the Army at NHRA events.

Schumacher was on hand to assist the Phoenix Recruiting BN on their recruiting mission over a three day span, Feb. 24-26, at an NHRA event held at the Wild Horse Pass Motor Sports Park, Chandler, Arizona.

Speaking to an audience of current U.S. Army Soldiers, future Soldiers and invited guests, Feb. 25, Schumacher drew a correlation between serving the country and what he does as a professional racer.

“There’s a reason only three out of ten can join our Army, instead



Tony Schumacher, 8-time National Hot Rod Association champion and current U.S. Army sponsored dragster driver, speaks to Soldiers, future Soldiers and invited guests, prior to racing in qualifying heats at an NHRA event, Feb. 25, Wild Horse Pass Motor Sports Park, Chandler, Ariz. (Photo by Alun Thomas, USAREC Public Affairs)

of four out of ten” Schumacher said. “Our recruiters can see the difference in the three that have the ability to do what it takes to join the Army. The other seven can’t get it done.”

It should be ten out of ten kids that are able to serve, Schumacher continued.

“We’re supposed to be the centers of influence that are leading our nation through our children, so we need to improve their health,” he said. “Just do the right things and kids will follow you.”

Schumacher told the future Soldiers in attendance anyone can buy a trophy or receive one for simply participating, but earning one is what counts.

“It’s what the trophy represents; toughness, the people you surround yourself with, blood, sweat and tears,” he said.

“It teaches you effort. The sooner you realize that, the sooner you start getting those a-pluses.”

Phoenix Recruiting Battalion conducts mass enlistment

A further selection of photos from the mass enlistment ceremony of 50 Future Soldiers, April 9, Chase Field, Phoenix.



Battalion holds Annual Training Meeting Ball

Selected photos from the Phoenix Recruiting Battalion's Annual Training Meeting Ball, March 30, Phoenix/Mesa Hilton, Mesa, AZ.

Guest speaker was CSM Anthony Stoneburg, command sergeant major, USAREC, who was presented with a gift from battalion leadership following the event.



Phoenix West Company

Hello from West Valley and Western Arizona! A lot has happened since the beginning of the new calendar year. On February 19, 2017, Phoenix West “Honey Badgers” Company participated in the 9th Annual Sun Health Race in Glendale, AZ. On the coldest and wettest day of the month, the Recruiters and Future Soldiers from the West Valley took on the challenge and ran a 2-mile fun run throughout the West Gate Entertainment District. The event was a great success and brought in 30 Future Soldiers from the Arrowhead, Glendale, Goodyear, Estrella, and Surprise centers.



On March 13, 2017, Future Soldier (FS) Justin Lahman, born and raised from Lake Havasu, enlisted in the US Army. Justin’s journey to join the Army ranks was not easy. After playing center for Mendocino College in California, FS Lahman weighed 340 pounds. However, through the expertise of a nutritionist and dietician, along with the support of his family and Lake Havasu recruiters: SSGs Joseph Hudson and Robert Lorek, FS Lahman shed 130 pounds in eight months to successfully pursue his dreams of becoming a military police officer.



On March 14, 2017, Gila Bend became the first Arizona town to issue the Army Proclamation in 2017. Receiving the Army Proclamation on behalf the US Army was the Civilian Aide to the Secretary of the Army (CASA), Mr. Mario E. Diaz, Commander of Phoenix West Recruiting Company, CPT Eugene Lee, and Goodyear and Estrella Center Leader, SFC Norman Bailey.



Tucson Company

Soldiers and Future Soldiers from the Tucson Army Recruiting Company participated in a Mega Future Soldier Event at the National Guard Training Center at Pinal Air Park on 4 March 2017.

The Event was coordinated and conducted by the Foothills Center Recruiter, SFC Swearingen. He communicated and coordinated with the National Guard in order to provide training space, subject matter experts, and the availability of the aircraft. He had to deconflict with the airfield in order to allow our Future Soldiers access to the aircraft. Once all the participants arrived, the group was divided into three separate groups and toured the different aircraft and maintenance bays available.

The first tour consisted of seeing the UH-72 Lakota aircraft. Future Soldiers were briefed on the capabilities of the aircraft and the training the pilots have to accomplish in order to be certified to fly. The Future Soldiers were impressed with the capabilities of the aircraft and the knowledge of the briefers.

The second tour consisted of visiting the UH-60 Blackhawk. The only exposure the Future Soldiers had previously had with the Blackhawk was on movies, so it was a unique experience for them to actually be able to physically touch the aircraft. The briefers described the many roles of this aircraft and how it has contributed to the Army mission.

Finally, the Future Soldiers saw the different maintenance bays and the vast arrays of mechanics and parts it takes to ensure the aircraft is ready to fly. After this tour was concluded, the Future Soldiers conducted Physical Training and ended the day with catering from Pizza Hut. This was a highly successfully event that showed how it takes Soldiers from different specialties to ensure the aircraft is combat ready. The Future Soldiers saw how they will be entrusted with millions of dollars' worth of equipment and this further engendered their commitment to serving in the Army.



Phoenix North Company

Phoenix North Company, the “Rattlers” is well seasoned now since we stood up on 18 October 2015. Made up of five Recruiting Centers; Anthem, Flagstaff, Prescott, Paradise Valley, and Black Canyon. It is our goal, to leave our legacy and set the standard high for those who come after us.

It is incredible to see how much we have grown as individuals, as Centers, and as a Company this past fiscal year and a half. Recruiters and First Sergeants have come and gone, but the Company continues to get better each and every day. With new leaders comes new ideas, techniques, and philosophies but always have the shared common denominator; the will to succeed.

Already, the “Rattlers” have earned awards and recognition for; Top SA Company 1st QTR FY17; Top USAR Company 3rd QTR FY16; Top Processing Company 2nd QTR FY16; Top Combined Senior Production Company 2nd QTR FY16; and Recruiting Excellence for 1st QTR FY16 for RA / AR Mission Achievement. This is at the Company level and does not include the numerous outstanding achievements made by each of our individual Recruiting Centers.

Our motto “Strike First” is to ensure we make initial contact with our target market first before any of our sister Department of Defense (DOD) services as scientifically proven, the first to contact is usually the first to contract.

Our strategy to saturate our targeted schools and build our Community Partners (CP) is constantly evolving. Starting from the CP events that we conduct to build relationships with our school faculty which yields us the ability to bring in TAIR (Total Army Involvement in Recruiting) assets, National Assets and conduct our classroom presentations. Getting in front of our students is our main goal.

Recruiters must not recruit with a narrow mindset as recruiting can seem like a pinpoint operation. We must be broad thinkers, and creative in shaping the environment and conditions for where we operate. A sense of pride and support from communities builds an overall compelling atmosphere that can directly influence our targeted population within our schools and expand into our community. We, as a Company, have a continued effort to “prep the battlefield” to allow our Recruiters direct access to the men and women we want in today, for tomorrow’s Army.



Company stretches before a run around Papago Park



Ssg Heckman briefs school faculty during a Community Partner event



K9 TAIR Team provides a demonstration to a large student body in the school’s courtyard



Community involvement with Anthem’s grand opening

Tempe Company

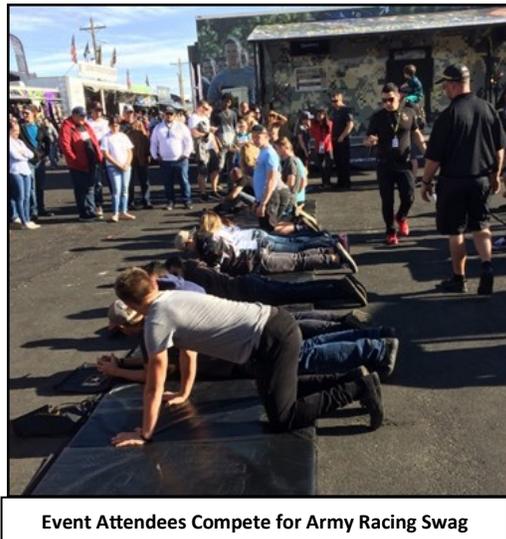
Over three beautiful Arizona “winter” days in late February, Soldiers of Tempe Recruiting Company executed the National Hot Rod Association Arizona Nationals race weekend events. Held at Wildhorse Motorsports Park Raceway in Chandler, Arizona, the event proved an exceptional prospecting and community engagement opportunity.

Kicking off the race weekend, the Army Youth Educational Services (YES) program hosted over 900 students and educators on Friday morning, February 24th. Soldiers from Tempe Recruiting Center supported the AMRG team to provide interactive educational experiences to this diverse student population. Ms. Regan Mendina-Pellow shared a survey of Army educational benefits to a packed house of local educators.

Concurrent with the YES program, and extending over the entire weekend, the Go Army Experience became a hot draw for event attendees to show off their physical prowess. Two teams of Soldiers from Mesa Recruiting Center supported several interactive physical-fitness challenges. Their effort produced over 670 digital lead cards which resulted in approximately 190 leads within our target demographic.

Superstition Center Recruiters escorted 15 Community Partners and Future Soldiers on Saturday for a Day at the Races. The run of show provided them with outstanding VIP treatment and a front-row seat at the Army dragster tent. Presentations by the Phoenix BN Commander, the Soldier Hero, SFC Gonzales, AMRG, and the Don Schumacher Racing Team preceded a fantastic meal and an evening of incredible racing.

Rounding out the weekend, Tempe Company provided a color guard to kick off the Finals Racing on Sunday. Great teamwork between AMRG and the Soldiers of Tempe Company, combined with an incredibly successful drag racing team, resulted in a productive, and fun, prospecting weekend.



Albuquerque Company

On February 25, 2017, the Albuquerque Recruiting Company "OUTLAWS" conducted a Mega Future Soldier event at the USS Bullhead Memorial Park in Albuquerque.

The event was generated to better prepare future Soldiers for the rigors of Basic Combat Training and also to give them a taste of Army life.

Due to the better than expected turnout, SSG Michael Stone, Center Leader of the Rio Rancho Recruiting Center and coordinator of the event, commented, "Wow! This is incredible. We are going to have to break them down into groups to conduct training effectively."

Attendance at the event included over 60 Future Soldiers, 5 referrals, and 2 applicants invited to see what our Army offers. The day started with SSG Stone assembling the crowd in a formation delivering a motivational speech about what was to come. Shortly afterwards, the formation was led in warm ups, stretching exercises, and broken down into four teams.

Each team was assigned three Recruiters to mentor and motivate them as they competed against the other teams.



Next on the agenda was some value added training. Soldiers from the Army Explosive Detonation Team (EOD) Section at Kirtland AFB were present with two bomb suits, an EOD robotic disposal unit and other bomb detection and disposal equipment. The EOD team quickly gained the attention of the exhausted attendees as they hydrated and watched the captivating presentation.

In addition to the EOD team, two qualified 68W Medical Specialists from the 2291st US Army Hospital were present to discuss their role in the US Army and each Soldier's responsibility to assist casualties.

Two enlistments were achieved, during Phase-Line March, as a result of this event.

The event was a great success for the Company and each individual FSTP within it. The Company Leadership Team and the Centers of Albuquerque Recruiting Center look forward to planning and executing more exemplary events like this in the future.

Phoenix Central Company

SFC Gonzalez, of the Scottsdale Recruiting Center, was selected as the recipient of the Sanderson Ford Seats for Soldiers at the Phoenix Suns home game on January 16th. The Seats for Soldiers recognition is intended to honor local Active military or recent medically discharged Soldiers for their service. SFC Gonzalez sustained combat related injuries to his leg while serving in Iraq that forced him to medically retire in 2004. SFC Gonzalez was recognized for his dedication to recover fully physically and his decision to be removed from the Temporary Disability Retired List. In 2007 SFC Gonzalez was cleared medically to rejoin Active Duty in order to continue his service as a Soldier.

The Phoenix Central Recruiting Company had the honor of promoting SFC Rodriguez, one of the finest NCOs in the organization to Sergeant First Class this month. Hamilton High School hosted the promotion ceremony at the request of both the School and the Chandler Recruiting Center. The ceremony served as a great example on how the Army promotes success, high standards and the development of our Troops. The ceremony took place during the lunch hour in the local cafeteria in which 1SG Dojaquez and SFC Rodriguez had the opportunity to address over 400 students, teachers and faculty. Hamilton High School demonstrated strong support towards our Troops and were excited about the event.

On March 11, 2017 the Phoenix Central Recruiting Company hosted the 2nd Quarter Mega Future Soldier event at Cesar Chaves Park in downtown Phoenix. This event provided the opportunity for each of the company's six centers to compete for the Company Mega Future Soldier Fitness Trophy held each quarter. Led by SSG Nasario and the South Mountain Recruiting Center, the Future Soldiers competed in three events along with a one mile esprit de corps run. With over 70 Future Soldiers in attendance, the event promoted strong competition and team work. This quarter, the mighty Christown Warriors took the trophy for Scottsdale for the first time in two quarters.



1SG Dojaquez promotes SSG Rodriguez to SFC at Hamilton High School



SFC Gonzalez and his family at the Phoenix Suns game, where he was selected as the recipient of Seats for Soldiers.



The Phoenix Central Recruiting Future Soldiers on their way to their Esprit de Corps run.