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USASOC commanding general briefs Future Soldiers



Lt. Gen. Kenneth Tovo, commanding general, U.S. Army Special Operations Command, speaks to Future Soldiers from the Phoenix Recruiting Battalion, prior to a mass enlistment ceremony, Nov. 9, University of Phoenix Stadium, Glendale, Ariz.

The ceremony took place shortly before a National Football League game between the Arizona Cardinals and Seattle Seahawks.

The ceremony occurred to the backdrop of a CH-47 Chinook aircraft, supplied by USASOC, who performed a half-time show, as part of a Salute to Service by the Cardinals organization.

(see story page 16)

From the Commander



“Phoenix Battalion produces the quality enlistments necessary to consistently rank in the top 20 in USAREC in our quest for #1.”

-Lt. Col. Dave Clukey

Phoenix BN aggressively attacked 1st QTR, FY-18 , ranking #13 in USAREC in our quest to be #1.

This is a momentous milestone for the Battalion, who only a year ago, hovered around the bottom two positions in USAREC. The significant surge and consistent top 20 ranking is due to the incredible hard work of our exceptional Team and the high number of quality enlistments we provide to strengthen the Army every day.

Phoenix Battalion routinely does things no other battalion enjoys. Recently we were able to recognize several of our Soldiers at pro-sports venues, SGT Boston and his wife, newly assigned to Show Low Station, Tempe Company, at the Arizona Cardinals; SFC Harris and his family, from the Westridge Station, Phoenix Central Company at the Phoenix Suns; and SSG McCann, assigned to Goodyear Station and SSG Archer, Estrella Station Commander, Phoenix West Company at the Arizona Coyotes.

Separately, SSG Hutchins, SSG Betian, SSG Archer, and SSG Siple, Phoenix West Company will provide the color guard to the Arizona Cardinals for the national anthem during their last home game for the 2017 season.

Of particular note, the Battalion secured 7 minutes



Phoenix Battalion conducted an oath of enlistment to 85 Future Soldiers at the 09 November 2017 Arizona Cardinals game

at halftime during the Arizona Cardinals, “Salute to Service Game” versus the Seattle Seahawks. The Battalion coordinated with the United States Army Special Operations Command (USASOC) to showcase Army Special Operations Forces (ARSOF) capabilities at this nationally televised event at halftime and before and during the game.

On 09 November 2017, numerous USASOC assets set up modular demonstrations around the University of Arizona Stadium with Phoenix Battalion Recruiters as Army Special Operations aircraft flew overhead . 85 Future Soldiers were provided an oath of enlistment in front of an ARSOF UH-47, with the USASOC Commanding General, LTG Kenneth Tovo, and Command Sergeant Major, CSM Rob Abernethy in attendance. Over 200 Soldiers and Future Soldiers enjoyed fast rope demonstrations by the Army Special Operations Aviation Command and 75th Ranger Regiment, a military free fall demonstration by the “Black Daggers”, and participated as part of the flag detail on the field for the national anthem. It was an incredible event.

Phoenix Battalion continues to improve in every measurable way as we attack the largest mission increase in US Army history in our quest for #1.

- Phoenix Rising



SFC Harris and his family being recognized at the Phoenix Suns game, representing the US Army well.

From the CSM



“Phoenix Recruiting Battalion Soldiers achievements.”

- CSM Jose Gomez

Phoenix Recruiting Battalion truly have the best Soldiers in USAREC. We have Soldiers from this organization who have

competed at the highest levels and have represent the battalion extraordinarily. SFC Stone from the Rio Rancho Station was nominated as the 5th Brigade Station Commander of the Year. SSG Huffman from the Paradise Valley Recruiting Station is the first Soldier to earn the Master Recruited Badge in the battalion. There are only 37 recipients of this prestigious award in the entire command. Our top recruiter in the battalion enlisted a total of 37 enlistments, earning the CSM Super Heavy Hitter award for enlisting 36 or more. That award went to SSG Gumbs from the San Mateo Recruiting Station. He was the only one in the battalion to earn this award.

First Quarter Board winners are as follows: Station Commander winner is SSG Fisher, Four Hills Recruiting Station. Army Reserve Recruiter winner was SSG Baker from Chandler Recruiting Station and Recruiter winner went to SSG Martin, also from the Chandler Recruiting Station.



SSG Gumbs displaying all his hard earned awards during the Battalion Annual Training Conference.

The Phoenix Recruiting Battalion had to say goodbye to MSG Tobin after serving over 26 years in the Army. His years of dedicated service to this Battalion, USARC, and the Army are appreciated.



MSG Tobin being presented his retirement awards by LTC Clukey.

The 2nd quarter Winter Challenge is in full effect. Looking forward to see who steps-up to the challenge. The Battalion FY18 incentive award's policy will be out on 22 December.

We welcome all the new Recruiters and Station Commanders as well as family members to the mighty Phoenix Recruiting Battalion.



CSM Gomez greets Brigadier General Pekka Toveri, of the Finland Army.

Arizona DECA Career Day



Photos from the Arizona Department of Education (DECA) Career Day, Sept. 26, Chase Field, Phoenix. DECA is a non-profit association which helps create leaders in the high school classrooms of Arizona, helping engage students in marketing area programs such as advertising and public relations, financial services, hospitality management and entrepreneurship. The career day was held in conjunction with the Arizona Diamondbacks, who sponsored the day's event. The Phoenix battalion was one of 10 organizations present at the event, conducting breakout sessions for over 250 students, with the emphasis on the educational and more than 150 career opportunities available in the Army.

Recruiters receive performance awards



Photos from an award ceremony, held at the Phoenix Recruiting Battalion's Center Leadership Quarterly Development training event, Luke Air Force Base, Nov. 3. Top performers within the battalion were recognized, including companies, centers and individual recruiters. Other training events held over the two day event included center leader briefs, a PT session featuring dodgeball and leadership briefs from the battalion leadership team of LTC David Clukey, commander, and CSM Jose Gomez, battalion command sergeant major.

Centennial HS Military Appreciation Night

The Phoenix Recruiting Battalion participated in Centennial High School's Military Appreciation Night, Sept. 29, as part of the school's football game against No. 3 nationally ranked St. Thomas Aquinas, of Fort Lauderdale, Florida. Capt. Eugene Lee, company commander, Phoenix West Recruiting Company, and Staff Sgt. Larkin, recruiter for Phoenix West, represented the battalion, alongside personnel from the National Guard, Marines and Navy. Lee and Larkin assisted with the coin toss and were recognized during the half time ceremony, with all branches receiving a Centennial H.S. football helmet. Centennial won the game 12-0. Thanks to Brett Palmer from Centennial H.S. for inviting Phoenix battalion to the game.



Military Attaches visit Phoenix Recruiting Battalion

The Phoenix Recruiting Battalion had the pleasure of hosting 28 foreign military attaches on their Foreign Military Orientation Trip for the Washington Corps of Military Attaches, Nov. 13, Scottsdale Recruiting Center. The visit was part of a week-long trip to Arizona and Fort Bliss, Texas, where the attaches were exposed to the U.S. Army, including stops at Fort Huachuca, the Arizona National Guard and the Grand Canyon.



Dedication to service pays off for Albuquerque center leader

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

RIO RANCHO, N.M. – There's a mantra Staff Sgt. Michael Stone lives by – always try your hardest to the best of your abilities.

In 2017 Stone has lived up to his personal creed by pursuing and achieving excellence at the highest levels in United States Army Recruiting Command.

Stone, center leader, Rio Rancho Recruiting Center, Albuquerque Recruiting Company, finished runner-up in the USAREC Center Leader of the Year competition, was the distinguished honor graduate in his Senior Leader Course and was also inducted into the Sgt. Audie Murphy Club.

Stone's eventful year began with various center leader competitions, which he won at the battalion level in Phoenix, before winning the 5th Recruiting Brigade portion, allowing him to compete nationally at USAREC in April.

"I had to really push myself at every competition. At the brigade event I was competing against the best center leaders in the brigade and it was extremely competitive," Stone said. "I managed to win though and went on to USAREC, which was even more challenging."

Stone went through a series of events at the culminating USAREC center leader competition, with a ruck march, weapons qualification, a written essay, an Army Physical Fitness Test and a board appearance, all components of the event.



Staff Sgt. Michael Stone (left), center leader, Rio Rancho Recruiting Center, Albuquerque Recruiting Company, has his Army Service Uniform cleaned prior to his board appearance at the United States Army Recruiting Command Center Leader of the Year competition, Fort Knox, Ky., April 24, 2017. (Courtesy Photo)

"It was hard ... I was competing against the best of the best and ended up finishing second," Stone said. "The Soldier who beat me was from Special Operations Recruiting. We were clearing houses, performing battle drills, medical lanes, call for fire lanes ... I felt I held my own considering the quality of the competitors."

Despite finishing runner-up, Stone gained an immense feeling of satisfaction and pride at his performance, helping showcase himself and the Phoenix Recruiting Battalion.

I wanted to go up there and represent my battalion and brigade to the best of my abilities. That's how I approach everything in my life," he said. "I don't consider it competing against other people, in-

stead I think of it as competing against myself and being the best I can be."

"Sometimes you succeed and sometimes your best isn't enough, but at least you're happy with your results because you're doing the best you can," Stone continued.

Following the competition, Stone attended his SLC course at Fort Knox, Kentucky in Aug., where he attained tremendous results among his class of 62 noncommissioned officers in the recruiting field.

"I had tough competition in my class, but I had the top APFT score and the highest Grade Point Average, which got me the distinguished honor graduate award," Stone said. "I was also nominated as the distinguished leader by my peers." ***(cont. next page)***

Dedication to service pays off for Albuquerque center leader (cont.)

But the icing on the cake for Stone was competing to become part of the hallowed Sgt. Audie Murphy Club, an honor bestowed on select few NCO's.

"The week after graduating SLC I went straight into the USAREC Audie Murphy competition," Stone explained. "I'd already been through the brigade Audie Murphy board, which was a grueling 90 minutes of sitting in front of the battalion sergeants major and being asked different questions. So I was prepared."

Besides the board appearance, Stone also underwent an APFT, wrote a 1000 word essay and performed a written examination on various Army subjects.

This allowed Stone to reach the final USAREC level, which was similar to the brigade event, but one he was prepared for.

"When you get to USAREC Audie Murphy, you've been nominated based on who you are and what you do on an everyday basis," he said. "The way I view the Audie Murphy club is I'm there because of what I do day in and day out, because you're not competing against anyone to win. When I was inducted it was because of what I do on a daily basis."

Being inducted into the club was the result of extensive research and training for the board, Stone said, which was intense and demanding.

"The preparation was no joke. Not only was I learning every Army skill, but every subject and regulation possible," Stone explained. "You're also learning the Army Creed, Army Song, the NCO Creed ... and on top of that is



Staff Sgt. Michael Stone, center leader, Rio Rancho Recruiting Center, Albuquerque Recruiting Company, answers a question at his board appearance during the United States Army Recruiting Command Center Leader of the Year competition, Fort Knox, Ky., April 24, 2017. (Courtesy Photo)

The hard work was validated when he was inducted, which was both a proud and humbling moment for Stone.

"To be recognized like that into a club that's so prestigious was a proud moment and one I hope can motivate other NCO's to do the same," Stone said.

Stone said his motivation for achieving his successes comes

from always pushing himself to do his best, for himself and his unit.

"I try to do everything to the best of my ability, and to set yourself apart you have to be willing to do things other people aren't willing to do," he said. "You've got to go above and beyond, so the way I look at it, no matter where I am or what position I'm going to be in, I'm going to do everything to reach my potential."

Phoenix Recruiting hosts Special Forces leadership for high schools tour

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



Chief Warrant Officer 3 Patrick Schorn (second left), executive officer, C Company, 6th Battalion, 1st Special Warfare Training Group, discusses opportunities in Special Forces, as 1st Sgt. David Rose (left), first sergeant, C Co. 6th Bn, 1st SWTG, Lt. Col. Dave Clukey (second right), commander, Phoenix Recruiting Battalion, and Glendale Mayor Jerry Weiers (right) look on, Apollo High School auditorium, Sept. 13, Glendale, Ariz. The Phoenix battalion hosted Schorn and Rose from Fort Bragg, N.C., on a tour of Phoenix area high schools, Sept. 11-13, in an attempt to educate students on the opportunities available in Special Forces and the U.S. Army. (U.S. Army Photo by Alun Thomas, USAREC Public Affairs)

GLENDAL, Ariz. – The Phoenix Recruiting Battalion hosted Special Operations Command leadership on a tour of Phoenix area high schools, Sept. 11-13, in an attempt to educate students on the opportunities available in Special Forces and the U.S. Army

The tour was led by Chief Warrant Officer 3 Patrick Schorn, executive officer, C Company, 6th Battalion, 1st Special Warfare Training Group and 1st Sgt. David Rose, first sergeant, C Co. 6th Bn, 1st SWTG, who spoke to over 2000 students at six high schools over their three day visit from Fort Bragg, North Carolina.

The final stop of their trip was at Apollo High School, Glendale, Ariz., Sept. 13, where the pair were joined by Lt. Col David Clukey, commander, Phoenix Rec. Bn. and Glendale Mayor Jerry Weiers, who moderated the on-stage discussion.

Schorn said serving in Special Forces means paying attention to detail and performing under immense pressure, with failure inevitable in the training process. **(cont. next page)**

Phoenix Recruiting hosts Special Forces leadership (cont.)

“When you train, you train for success, you want to win. In Special Forces everything we train, we train to fail,” Schorn said. “We want to hit a point where our guys are on their backsides and they’ve failed. Why? Because they have to pick themselves up.”

“If you’ve never failed at anything in life and have to pick yourself up off the ground, how are you going to succeed in life when you get knocked down?” he continued. “I don’t want guys in my detachment to fail for the first time when things are going really sideways. I want them to fail at training.”

Schorn said the only thing stopping people from achieving their goals is themselves.

“There’s only one thing stopping you from reaching your goals in life, whether it’s losing weight, going to Special Forces training ... the only one that can tell you no is you,” he said. “You can go through any obstacle -above it, under it, or around it – but you’re the only one who can stop you from getting there.”

“And if you let someone tell you no, you’re just letting them defeat you,” Schorn said. “If you remember anything from today, let it be that.”

During his portion of the brief, Rose talked about the value Special Operations Forces (SOF) places into the training of its Soldiers.

“Equipment can be replaced ... but that Soldier is our prized possession,” Rose said. “The training and the time we’ve invested to get those people to a certain level is more important to us than a piece of equipment.”

Rose said the Army was considered a job when he first joined in 1994, whereas now it’s a viable career path.

“Once you finish your time in the military, it translates over into the civilian world,” he said. “Dental hygienist, surgeon, cyber operations specialist ... all jobs that give you a certification and the experience to get out into and continue on with what you want to do.”

“I walk into my job every day and love what I do. That’s what we look for in SOF,” Rose added. “You want to be passionate about your job, love coming to work and want to be there, all while gaining education and experience. The end goal is being at the top of the food chain at that job.”

Education plays an important part in gaining this experience, Rose said, with the Army helping pay for his schooling.

“I’m three classes short of my bachelor’s degree. With both my associates and bachelor’s degree I’ve spent a total of 126 dollars,” Rose said. “I haven’t used my (Montgomery) GI Bill at all, I transferred that to my son. That way he has the ability to go to college when he reaches that age.” ***(cont. next page)***

Phoenix Recruiting hosts Special Forces leadership (cont.)



Chief Warrant Officer 3 Patrick Schorn (right), executive officer, C Company, 6th Battalion, 1st Special Warfare Training Group and 1st Sgt. David Rose (left), first sergeant, C Co. 6th Bn, 1st SWTG, field a question from a student during a brief on Special Forces, Apollo High School auditorium, Sept. 13, Glendale, Ariz. The Phoenix battalion hosted Schorn and Rose from Fort Bragg, N.C., on a tour of Phoenix area high schools, Sept. 11-13, in an attempt to educate students on the opportunities available in Special Forces and the U.S. Army. (U.S. Army Photo by Alun Thomas, USAREC Public Affairs)

Clukey, a Special Forces trained officer, said with the rising costs of education, it's becoming harder for people to gain a college degree.

"Only 25 percent of people complete their four-year degree starting off – that's it. Everybody else drops out," Clukey said. "It could be for any number of reasons, but now you have no college degree, you're in debt and have to find a job."

Clukey concluded his message to the students by continuing to break the contemporary paradigms surrounding the Army.

"If you walk away today knowing one thing, I want it to be this; not every job in the military involves shooting people – you need to understand that," he said. "I would say 90 percent of the jobs in the Army are combat support, which translate directly to civilian education."

"It's much more dangerous driving on the highway here in Arizona, than to be deployed forward," Clukey said.

Phoenix students participate in Army High School Challenge

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



Students from Trevor Browne High School attempt to complete five group push-ups, during the U.S. Army High School Challenge, Oct. 26, Trevor Browne High School, Phoenix. (U.S. Army Photo by Alun Thomas, USAREC Public Affairs)

PHOENIX – Hundreds of local students were given the opportunity to participate in the U.S. Army High School Challenge, Oct. 26, Trevor Browne High School, Phoenix.

The High School Challenge is an academic, teamwork, and strategy-based event that provides students the chance to learn about scholarships and career opportunities with the U.S. Army.

This takes place through various events, including a fitness relay, fitness challenges, and a strength match assessment where students can discover what Army job best suits their leadership abilities.

Recruiters from Phoenix Central Recruiting Company were present overseeing the event and assisting students with questions they had about the Army.

The High School Challenge travels to schools all around the country, said Darin Elkins, a trainer and coach for the Performance Triad, which is a part of the challenge.

Elkins said the Performance Triad focuses on sleep, activity, and nutrition, which teaches students how to become stronger, faster, leaner, and mentally sharper ***(cont. next page)***

Phoenix students participate in High School Challenge (cont.)



Students from Trevor Browne High School exert themselves while competing to see who can hold their legs up the longest, during the U.S. Army High School Challenge, Oct. 26, Trevor Browne High School, Phoenix. (U.S. Army Photo by Alun Thomas, USAREC Public Affairs)

by making small changes to their daily routines.

“We spoke with the coaches and athletes in the All American Bowl last year and they liked the results and outcomes they got from the triad,” Elkins said. “The Army Research Marketing Group then asked us if we would be part of the High School Challenge. They integrated the Performance Triad messaging into the challenge and now we travel the country supporting this.”

Elkins, a retired sergeant first class, said he is optimizing and en-

hancing the messaging he delivers with the challenge to effectively communicate with students how important their health is.

“Mindfulness, team building, resiliency ... they all fall in line with good sleep habits, good nutrition and activity,” he said.

Elkins said the reaction from students in Phoenix to the High School Challenge in was excellent.

“It’s always positive, because they only know what they know coming into the event,” he said.

“For example we try to show them if they’re drinking Gatorade or energy drinks, how much sugar are in those. Usually their eyes go wide when they realize how much they’re consuming. Then we give them a tip card to show them what good nutrition looks like.”

“In the Army you have start strong, stay strong and finish strong,” Elkins continued. “We want them to be at their best whether preparing for the game, studying or even training to join the Army.”

Phoenix Central recruiters brief future health professionals

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



Staff Sgt. Robert Hanners (left) and Sgt. 1st Class Rolanda Praymous (right), both recruiters for West Ridge Recruiting Center, Phoenix Central Recruiting Company, talk to high school students attending the Arizona Health Occupations Students of America (HOSA) Fall Leadership Extravaganza, Nov. 7, Phoenix Convention Center. (U.S. Army Photo by Alun Thomas, USAREC Public Affairs)

PHOENIX – Recruiters from Phoenix Central Recruiting Company briefed future health care professionals on opportunities available in the U.S. Army, at the Arizona Health Occupations Students of America (HOSA) Fall Leadership Extravaganza (FLEX), Nov. 7, Phoenix Convention Center.

HOSA's mission is defined as enhancing the delivery of compassionate, quality health care by providing opportunities for knowledge, skill and leadership development of all health science education students, helping the student meet the needs of the health care community.

Briefing the audience was Staff Sgt. Robert Hanners and Sgt. 1st Class Rolanda Praymous, both recruiters for West Ridge Recruiting Center.

Hanners said the Army provides over 150 job opportunities, with many in the medical field, while dispelling some contemporary beliefs about serving.

"There are lots of other jobs in the Army besides combat. That's what a lot of people think the Army is however – blowing things up and kicking in doors," Hanners said. "I've been in the Army 14 years, deployed three times

and never kicked in a door or fired a weapon in combat. Some people choose to do that, but there's a lot of jobs available for those who don't want to."

Physical conditioning is also critical, Praymous said, with only 3 out of 10 of today's youth currently meeting the bare minimum requirements necessary to serve.

"In a nutshell we want to make sure you're healthy, so you won't have any issues completing basic training and anything required of you as a Soldier" she said.

Phoenix students selected for Army All-American Bowl marching band

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

GLENDALE, Ariz. – Two students from Mountain Ridge High School were selected for the U.S. Army All-American Bowl Marching Band, during a ceremony in the school auditorium, Nov. 6, Glendale, Arizona.

Both Jaydah Cox, baton twirler, and Maxwell Stauffer, a drummer, were selected as part of the 125-member band, who will perform in the half-time ceremony of the 2018 All American Bowl, to be held in the Alamodome, San Antonio, Jan. 6, 2018.

According to the All-American Bowl website, students are nominated by their band director during their junior year, submit application materials online, and are notified of acceptance by in July. Members receive a selection tour event at their school during the fall of their senior year and an all-expenses paid trip to San Antonio, TX for Bowl Week in January of the their senior year.

Supporting the ceremony was Phoenix West Recruiting Company, who were represented by Sgt. 1st Class Jaime Guerra, recruiter, Arrowhead Recruiting Center. The visit to Mountain Ridge was one of 8 stops to schools in Arizona.

Supporting selection events throughout the South West re-



Sgt. 1st Class Jaime Guerra (left), recruiter, Arrowhead Recruiting Center and Staff Sgt. Spencer Tilove (right), recruiter, United States Army Recruiting Command, stand with Maxwell Stauffer (center), after presenting Stauffer with his Army All-American Marching Band jacket, after he was formally selected as part of the 125-member All-American Marching Band, Mountain Ridge School, Nov. 5, Glendale, Ariz. (U.S. Army Photo by Alun Thomas, USAREC

gion was Staff Sgt. Spencer Tilove, recruiter, United States Army Recruiting Command, who said the All-American Bowl represents the unique skills and values necessary to belong to the Army.

“Only the best and brightest can be an Army Soldier, just as only the best can be selected as an Army All-American band member,” Tilove said. “All-Americans are motivated and dedicated and know how to be a member of a team, as well as a leader.”

Not only are they expected to achieve academically and musically, but also as young people

who embody the Army values, he said.

“By embracing those qualities, they are able to meet any challenge and become greater than they were before,” Tilove told the students in attendance.

The selection of Cox and Stauffer carries on an outstanding tradition at the school, said Michelle Martin, assistant principal, with Mountain Ridge producing more All-American band members than any other school in Arizona.

Martin thanked the Phoenix Recruiting Battalion for their tireless work with the students.

Phoenix Battalion conducts mass enlistment at NFL game



Lt. Col. David Clukey (left), commander, Phoenix Recruiting Battalion, administers the oath of enlistment to 85 Future Soldiers from the battalion, Nov. 9, University of Phoenix Stadium, Glendale, Ariz. . (Photo by Alun Thomas, USAREC Public Affairs)

GLENDAL, Ariz. – The Phoenix Recruiting Battalion held a mass enlistment ceremony for 85 Future Soldiers, prior to a National League Football game between the Arizona Cardinals and Seattle Seahawks, Nov. 9, University of Phoenix Stadium, Glendale, Arizona.

The ceremony occurred to the backdrop of a CH-47 Chinook aircraft, supplied by U.S. Army Special Operations Command, who performed a half-time show, as part of a Salute to Service by the Cardinals organization.

Conducting the enlistment ceremony was Lt. Col. Dave Clukey, commander, Phoenix Rec. Bn., who told the formation of Soldiers they should be extremely proud of themselves for electing to join the one percent of the nation who serve in the military.

This was a moment they would never forget, he added, being part of a momentous occasion few would experience prior to becoming a Soldier.

Also congratulating the Future Soldiers was Lt. Gen. Kenneth Tolvo commanding general, USASOC, who echoed Clukey's sentiments and said he was happy to see them be able to participate in such a wide-ranging event, which was televised nationally.

The ceremony was witnessed by hundreds of military personnel and onlookers, who gave an enthusiastic response at the conclusion of the ceremony.

The Future Soldiers and their recruiters then had the opportunity to participate in the national anthem ceremony, displaying a large U.S. Flag, which draped the playing field.

Phoenix Recruiting hosts Army Reserve leadership at R2PC



Maj. Gen. Peter Bosse, commanding general, 335th Signal Command (Theater), talks about the challenges currently faced filling vacancies in the junior officer and noncommissioned offer ranks, at a Reserve Recruiting Partnership Council (R2PC) meeting, Nov. 18, Armed Forces Reserve Center, Scottsdale, Ariz.. (U.S. Army Photo by Capt. Alun Thomas, USAREC Public Affairs)

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

SCOTTSDALE, Ariz. – The Phoenix Recruiting Battalion hosted Army Reserve leadership at a Reserve Recruiting Partnership Council (R2PC), Nov. 18, Armed Forces Reserve Center, Scottsdale, Arizona.

The purpose of the R2PC was to improve communications and mutual partnerships between the Phoenix Rec. Bn. and reserve units within Arizona, in order to fill critical reserve vacancies.

Army Reserve leadership attending the event included Maj. Gen. Brian Alvin, commanding general, 63rd Readiness Division, and Maj. Gen. Peter Bosse, commanding general, 335th Signal Command (Theater).

The point of this event is to meet people from both recruiting and the Army Reserve, and maintain a healthy dialogue once the R2PC is complete, said Lt. Col. Dave Clukey, commander, Phoenix. Rec. Bn.

“We’ve teed it up for you, so you can see the faces of everyone in our organization,” Clukey said. “Sustaining it is the hard part – following up and maintaining that consistent dialogue.”

Clukey stressed how important it is to get the right people in the Army, without lowering the standards required to join. ***(cont. next page)***

Phoenix Recruiting hosts Army Reserve leadership at R2PC (cont.) (cont.)

"We need qualified applicants, people who are flexible, who can operate with maturity and discretion, are physically fit, and meet the moral requirements," he said. "We need these people to face the nation's challenges more so now than ever."

Forming relationships with prominent local business, figures and sports teams is something that has paid dividends for the battalion, Clukey continued.

"We've established partnerships with every major city, school and town throughout Arizona," he explained. "We're good friends with all the mayors and chambers of commerce. We leverage those relationships to influence our access in the schools."

The battalion has three lines of operations for a return on investment with these partnerships, Clukey said.

"We look at leads and enlistments as our primary task and line of operation. Access is our second – to gain freedom of maneuver at our priority schools," he said. "There's also our target demographic and population; do we have access to them?"

Clukey also talked about influence and being able to promote the Army narrative.

"We need to get the Army story out there and ensure folks understand all the options available to them, while simultaneously deconstructing the contemporary paradigms associated with military service," Clukey said. "Social media, the news, media, constantly are working against us. We have to dispel those paradigms and convince them not everyone has a gun and is marching towards the enemy."

"They're unaware of all the different jobs that are available. There are so many opportunities in the Army that directly translate into a civilian occupation," Clukey said. "This is something we're on a consistent campaign to educate people on – public leaders, key influencers – so the parents are aware of what's actually out there."

During his comments, Bosse said they need the help of recruiters more than ever, as tensions continue to escalate on multiple fronts throughout the world.

"We have to be ready to go to war. That's what it's all about – lethality and building readiness," Bosse said. "We don't have a problem with recruiting in the 335th – we have the jobs people want. They want communication skills, which transfer really well into the civilian community."

Bosse said there remains a selected fills problem however, with many vacancies in the junior officer and noncommissioned officer ranks.

"We're sitting at about a 50-60 percent fill rate on those opportunities. These are at the mid-career level. We have a lot of significant vacancies," Bosse said. "We can't grow ourselves out of this problem. We have to find new people and promote them into these positions."

"We have a multi-pronged approach and we need your assistance to fill them," he said.

Phoenix recruiters battle Arizona Cardinals in Xbox challenge

Photos from the 8th annual 'Pro vs G.I. Joe' video game competition, where more than 15 recruiters from the Phoenix Recruiting Battalion competed against players from the Arizona Cardinals in various Xbox games, Nov. 21, Cardinals Training Facility, Tempe, Arizona.

The recruiters and their family members had the opportunity to meet players such as Jaron Smith, wide receiver, J.J. Nelson, wide receiver, and Xavier Williams, defensive end, who took turns playing such games as FIFA 18, Madden 18 and Call of Duty against the 'joes.'



Black Daggers parachute team visits Phoenix area high school

Service members from the Black Daggers, the official U.S. Army Special Operations Command Parachute Demonstration Team, visited students from Liberty High School, in the school gymnasium, Nov. 7, Peoria, Arizona.

The Black Daggers, who performed a demonstration at the Arizona Cardinals and Seattle Seahawks National Football League game on Nov. 9, Glendale, Ariz., used their visit to the Phoenix area to brief the students on both their job and opportunities within the U.S. Army.



Phoenix West Company



Wow another quarter in the books! The Honey Badger team continued to perform at the highest levels in both recruiting and community partnered events. To cap off the quarter, the Company achieved 46% volume of the market share with 34% of the GA market, 41% of the SA market, and 64% of the other market – this was the first time in the company’s history that we achieved above 43% total market share. In this quarterly article, we want to highlight three extraordinary events: the NFL Cardinals vs Seahawks Salute to Service game, the Company Ugly Sweater Party, and the Glendale Christmas Parade.

From 6NOV to 9NOV, Phoenix West Recruiting Company had two All-American Bowl Marching Band presentations, three Black Daggers engagements, three National Asset Adventure Trailer visits, and, the culminating, Salute to Service: Cardinals vs Seahawks game. The Salute to Service game recognized the Battalion’s recruiters and Future Soldiers via mass swear in and flag opening ceremony. This action packed week reached over 1500 high school students and graduates, generated 508 leads, 29 appointments, 1 Future Soldier enlistment, and 3 re-enlistments.

On 7DEC, the Honey Badgers came together for a company Ugly Sweater party before the holidays. The party was a hit and we had over 100+ Soldiers and Family Members in attendance at Peter Piper Pizza in downtown Phoenix. During the party, the Company recognized FY17 team and individual achievements and concluded with an exciting white elephant gift exchange.

On 9DEC, Phoenix West Recruiting Company participated in the annual Glendale Christmas Parade. In attendance were 15 Future Soldiers (primarily December and January shippers) and 6 Recruiters. This was an incredible opportunity to highlight the Future Soldiers in front of 3,000 Glendale residents and their commitment and selfless service to the nation. At the conclusion of this event, Glendale Mayor Jerry Weiers recognized each Future Soldier and Recruiter with a certification of appreciation for their participation in the parade.



On 9DEC, Phoenix West Recruiting Company participated in the annual Glendale Christmas Parade, where 3,000 Glendale residents attended.



CPT Lee re-enlists SSG Castillo, Graham, and Siple during a fast rope demo.



The Company Ugly Sweater Party, Dec. 7.

Tucson Company



Soldiers from the Tucson Recruiting Company recently celebrated the Veteran's Day Holiday in Tucson by having their Future Soldiers march in the parade. The parade was held in downtown Tucson and consisted of a variety of different veteran organizations located in the general community. Future Soldiers were utilized in order to re-affirm their commitment and also actively prospected to the local community during the parade. This was a wonderful event that showed off our Future Soldiers to the local Tucson populace.

Future Soldiers located throughout Tucson were invited to participate in the parade. Each Future Soldier was given recruiting gear and given the opportunity to pass out the materials during the march. This allowed the Army message to be spread throughout the community. Future Soldier influencers were also invited which solidified their support in ensure the Future Soldiers keep their commitment.

The parade route went around the block in the downtown area. The Future Soldiers also called cadence during the march. They were very motivated and excited to be given the opportunity to participate and everyone enjoyed the time learning new cadences. This opportunity gave them a little taste of what to expect in the Army.

Finally, during the parade, SGT Soto utilized the air cannon to shoot Army T-shirts into the crowd. This was a crowd pleaser that generated lots of attention. The crowd would often follow SGT Soto to see where he would shoot the air cannon next. This tool was a game changer in attracting attention to the Army group.

Overall, this was a great event that solidified the commitment of the Future Soldiers who attended. Tucson Company will continue to participate in events that will generate positive community interest, solidify Future Soldier's commitment, and help with the recruiting mission.



Phoenix North Company

Phoenix North Recruiting Company has set the foundation for Fiscal Year 2018 with its first quarter performance. Our recruiters have introduced themselves to a new class of high school juniors and their parents across northern Arizona. They have enjoyed telling the Army story and providing career options to America's future leaders.

As the holidays approach, many Future Soldiers will be unavailable to attend Future Soldier training or conduct face-to-face with their recruiters. Phoenix North Recruiting Company conducted an influencer Q&A, this year in the form a brunch, to reinforce the family members' support to the commitments of their Future Soldier. The brunch consisted of introductions of the command team to each family, a motivational recruiting video, the commanders Army story, two shipped Future Soldiers' mother and father, recognition of a Future Soldier mother, recognition of all Future Soldiers, and an extended question and answer session.



CPT Honeysuckle recognizes Future Soldiers before the holidays at the Influencer brunch

Anthem Recruiting Station teamed with a local radio show to highlight the community and send 32,845 cards to send to Soldiers overseas. SFC Smeltz, heavy metal legend Rob Halford from Judas Priest, Mark and NeanderPaul KSLX Classic Rock, and Military Assistance Mission (MAM) thanked the community and shared what it meant to receive holiday cards when you are deployed and away from family. The event was broadcast live on 13 December 2017 on the Mark and NeanderPaul show.

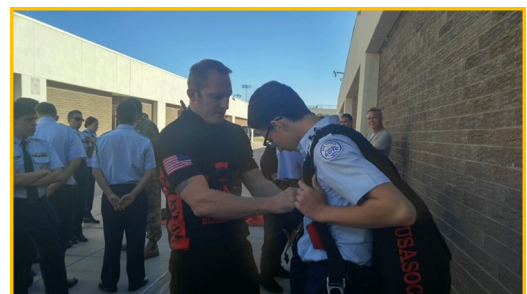
The Flagstaff recruiters spearheaded Flagstaff's efforts to salute the service of Future Soldiers. They met with the superintendent and representatives from the mayoral and local congressional office to lobby and secure support for the initiative. Mayor Evans approved the measure as a semi-annual affair to recognize fall and summer graduates who are enlisting into the Armed Forces.

Prescott Recruiting Station recognized Mayor COL (ret) Harry Oberg on his last day in office. With over 30 years of service, he supported Phoenix North's recruiting efforts by addressing Future Soldiers and honoring the Army with a proclamation. It was a bittersweet affair, but the station will gain an ally with his successor.

Paradise Valley hosted the Black Daggers skydiving performance team at Shadow Mountain High School. The team spent the day with students to speak to them about the Army. They spoke about opportunities and how it can help advance them to be able to become part of a team such as the Black Daggers. The local news also attended the event where they went live on TV.



Judas Priest vocalist Rob Halford hangs with SFC Smeltz before the radio show.



A Black Dagger team member assists a Shadow Mountain JROTC member don a parachute.

Tempe Company



Tempe Titans continued to get after mission, build community relations and make it happen throughout the first quarter of FY18! This quarter, we bid farewell to 1SG Patrick Moore and welcomed 1SG Jason Montano. 1SG Moore's tireless efforts led Tempe Company to consistent success, and 1SG Montano will assuredly maintain our Company's tradition of excellence. In early November, we worked closely with ASU ROTC to conduct the first Mass Swear-In with ASU ROTC Cadets and Tempe Company Future Soldiers during the 7 November ASU Salute to Service Game. Our Tempe Company Future Soldiers stood side by side with their ASU ROTC Cadet counterparts at the 10 yard line in Sun Devil Stadium and were sworn in by retired LTG John Goodman. We will conduct at least one mass Future Soldier and ROTC Cadet Swear-In with ASU ROTC during each quarter. Tempe Company's commitment to our community and dedication to mission success is indicative of our dedication to the Army's most vital mission of recruiting the best and brightest young Americans to serve as Soldiers in our nation's Army. As the Holiday Season approaches, we look forward to celebrating with our families and friends, and we eagerly look forward to ushering in the New Year! We have a great team of young leaders who are ready to take on the challenges of 2018!



On 7 Dec 2017, Tempe Recruiting Center partnered with Marcos De Niza High School JROTC to participate in the Marcos De Niza High School JROTC Massing of the Colors. The Tempe Company Commander and Tempe Center Recruiters strengthened our bonds with Tempe Community Leaders and the Marcos De Niza High School JROTC program. We joined Tempe Army, Navy, Marine and Air Force veterans in commemorating the 76th Anniversary of the attack on Pearl Harbor and the lives of fallen veterans at the Marcos De Niza High School JROTC Massing of the Colors. The Tempe Command team and Tempe Center Recruiters strengthened our relations with Tempe Community Veterans groups, school officials from Tempe High School, McClintock High School and Marcos De Niza High School JROTC. Marcos De Niza High School is one of our targeted high schools and yielded 12 contracts over the past FY.



Albuquerque Company



On 11 December 2017 SSG Ferreira, Emily and PVT Rose, James attended the Daughters of the American Revolution "Wreaths across America" wreath presentation ceremony at the New Mexico State Capitol rotunda. It was also covered by the New Mexican newspaper which taped it and put it on their website. In attendance were two Navajo Wind Talkers. Jack R. Fox, cabinet secretary for the New Mexico Department of Veteran's Services gave the keynote address. He was followed by Dorothy Seaton, vice president of Women Veterans of New Mexico. The wreath was presented by two retired Army veterans that currently run the Listening Horse Therapeutic Riding Program.

SSG Ferreira was also asked by the DAR to present and place the wreath on the Tomb of the Unknown Soldier at the upcoming wreath laying on 16 December 2017 at the Santa Fe National Cemetery.



Phoenix Central Company

On November 29, the Phoenix Central Recruiting Company coordinated with the Phoenix Suns for a Soldier recognition during the Detroit Pistons vs Phoenix Suns basketball game. The event was intended to leverage the pro-basketball team as a platform to market the Army, and mitigate false narratives. Recognized was SSG Stephen Harris and his family.



On 8 November, at the Phoenix Convention Center, the Arizona Health Occupations Students of America (AzHOSA) hosted the Fall Leadership Extravaganza (FLEX). FLEX is a career fair that hosted over 2,500 high school and college aged men and women across the state of Arizona. Men and women that are interested in entering career paths in health / medical occupations. A no cost event, Recruiters from the Phoenix Central Recruiting Company occupied two separate presentation rooms engaging the audience with specific topics cover medical career paths in the Army, On the Job Training / Education provided through the Army, and college benefits in the Regular Army / Army Reserve.



On 8 November, Scottsdale Independent Newspaper interviewed Sergeant First Class Browne from Scottsdale Recruiting Station. Sergeant First Class Browne shared his experiences serving in the Marine Corps and the United States Army. He highlighted the significant benefits he gained from his service in the Army stating: "The Army experience has allowed me to travel the world, pursue a college degree, and serve my country. I hope others venture to take on the same challenge and excitement of serving".

