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Speaking at the forum are Maj. Gen. Frank Muth, commander of U.S. Army Recruiting Command, left, and Maj. Gen. John Evans, commander of U.S. Army Cadet Command. (AUSA PHOTOS)

Help sought telling the Army story

The Army seeks veterans, military families and community leaders to help tell the Army story as the service continues to work on recruiting and growing the force.

"Really, it's about awareness and talking about your Army story," said Maj. Gen. John Evans, commanding general of U.S. Army Cadet Command. "Whether you're a retired officer or retired NCO, whether you served three years or 38 years, get out there and talk to young people about what the Army did for you."

Maj. Gen. Frank Muth, the commanding general of U.S. Army Recruiting Command, also called on community leaders to get to know their local recruiters.

"There are a hundred events going on in recruiting today, and every one of them needs a local influencer to be

involved and help them connect to the community," he said.

Evans and Muth, who lead a large part of the Army's accessions efforts, spoke Wednesday at an Army Accessions Forum hosted by the Association of the U.S. Army's Institute of Land Warfare. The event included presentations by soldiers in the Army's esports and warrior fitness teams.

After missing its recruiting goal in 2018, the Army boosted its recruiting force and rolled out several new initiatives to better connect with Generation Z.

The efforts appear to be paying off—the Army met its recruiting goal of 68,000 new soldiers this year, and recruiters are ahead of their goals so far this fiscal year, which began Oct. 1, Muth said.

When the Army fell short of its

recruiting goal by 6,500 soldiers in 2018, "the entire accessions process had to change," Muth said.

The results, just one year later, are promising, he said.

This year, the Army issued 3.5% fewer waivers than the year before, and just 1.7% of recruits scored in the lower third, or the so-called Category IV, of the Armed Services Vocational Aptitude Battery, Muth said.

The new soldiers also were more diverse: 18% were women, a number the Army hasn't reached since 2004, and there was a 3% increase in minority recruits.

Maintaining and growing the all-volunteer force is an ongoing challenge, Evans said, which is why the Army is always looking for ways to connect with those interested and

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Leading The Situational Awareness Revolution

DoD wants you to share your personal story of service

The Department of Defense is asking soldiers and veterans to share their personal stories of service as part of an effort to strengthen the bonds between the U.S. military and the civilian population it serves.

Participating in the “Know Your Military” initiative is simple.

Record a 30- to 60-second video explaining why you served, use the hashtags #KnowYourMil and #IServed on social media, and challenge your friends to share their stories.

Launched in February 2018, “Know Your Military” is intended to “expand our audience past the national security, defense, and military audience and reach a broader American public,” said Amber Smith, who at the time was the deputy assistant to the secretary of defense for outreach, in a press briefing.

The program shares videos and news stories about real people serving in the U.S. military and uses social media to engage with a broader audience than the military generally connects with, Smith said.

In one recent video, Sgt. 1st Class Adam Sokolowski describes his experiences with the U.S. Army Marksmanship Unit.

Most notably, Sokolowski won the



The ‘Know Your Military’ program uses stories of real people serving in the military to engage with a broader-than-usual audience. (U.S. ARMY/NATE PESCE)

2018 Bianchi Cup Open championship, making him the first person to ever win three consecutive Bianchi Cups.

“I just wanted to go in, shoot well, and represent the Army. I didn’t expect to actually come away with the championship,” Sokolowski says in the video.

Another part of the initiative is correcting common misconceptions

about military service, such as a lack of schooling opportunities, incompatibility with having a family life, and physical and mental health issues, Smith said.

“A lot of Americans today are familiar with the negatives that come along with serving. We want to get positive news out there as well,” she said.

Learn more and become a supporter by clicking here.

Accessions

From Page 1

qualified to serve.

One of the latest efforts is a new marketing campaign called “What’s Your Warrior?”

The campaign is designed to use the concept of talent management to reach people who are unaware of what the Army does and what careers it offers.

Announced during AUSA’s Annual Meeting and Exposition in October, the campaign is being launched in November.

“We know today’s young men and women want more than just a job.

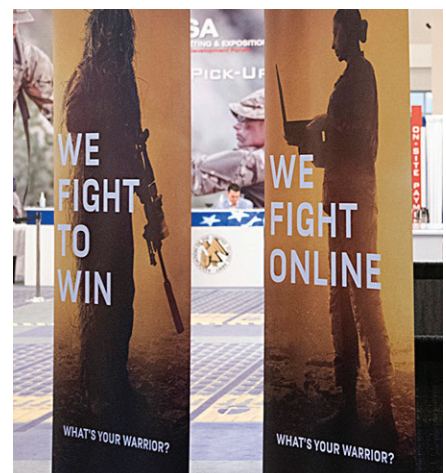
They desire a powerful sense of identity, and to be part of something larger than themselves,” Army Secretary Ryan McCarthy said in a statement.

The campaign’s main image is one of five figures in silhouette who have different jobs in the Army.

The campaign will have a new color scheme that doesn’t include the traditional gray, black and blue colors.

As part of the campaign, prospective recruits can use the online Career Match tool to align their personal interests with unique roles in the Army.

For more information, visit www.GoArmy.com.



The Army’s new marketing campaign is called ‘What’s Your Warrior?’ (AUSA PHOTO)

Continuing resolution slows Army plans for growth, modernization

By Mark Haaland

The Association of the U.S. Army hosted more than 700 general officers, senior executive service civilians and congressional staffers at a breakfast during the recent 2019 Annual Meeting and Exposition.

The goal was to thank Congress and the staffers for their support for the Total Army, build relationships and highlight a few Army priorities.

Army Secretary Ryan McCarthy, Army Chief of Staff Gen. James McConville and retired Gen. Carter Ham, AUSA president and CEO, thanked the congressional staffers for their tireless work this year and especially for their support for the Army, soldiers, families and Army civilians.

The House and Senate armed services committees, appropriations committees and Congress as a whole have all been supportive of the Army's No. 1 priority of readiness and the Army's modernization plans.

The ongoing continuing resolution funds the Army at last year's levels and does not permit the Army to begin new programs or expand current programs to modernize and grow overmatch capability, so the fiscal year

Government Affairs

2020 National Defense Authorization Act and Defense Appropriation are greatly needed as soon as possible.

Unfortunately, there are a few issues impeding progress on Capitol Hill, including border wall funding, additional funding for non-defense programs, and transfer authority that would allow the Defense Department to transfer funding between appropriations.

One point of good news is the 3.1% pay increase for troops will still go into effect Jan. 1, even if the authorization and appropriations bills have not yet passed.

AUSA continues to advocate for the expedient passage of both important



national security bills as part of our engagements with members of Congress and congressional staff.

The association has also teamed with The Military Coalition, comprised of 32 military and veterans service organizations, in a letter to the House and Senate leadership urging passage of the appropriations bills.

The current CR runs through Nov. 21. While congressional leaders do not believe the final NDAA or Defense Appropriation will pass in time, there are differing views on whether the next CR will be drafted to end in December or later in 2020.

The impeachment process is impeding virtually all other business in the House and Senate. Senate majority leader Mitch McConnell, R-Ky., believes that if both sides can work out their differences, the Senate can pass most of the outstanding appropriations before the December recess and before the impeachment trial begins.

AUSA is strongly advocating for and encouraging the Congress to find a solution on the remaining issues and pass the NDAA and Defense Appropriation before the end of 2019, which would provide a much-needed success in the holiday season.

Mark Haaland is AUSA's Government Affairs Director.

AUSAExtra

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PERK OF THE WEEK

Thanksgiving gourmet gifts

As you plan your holiday entertaining and gift giving, remember your AUSA discounts at excellent gourmet food companies like Harry & David's, Cheryl's Cookies, FruitBouquets.com, The Popcorn Factory, Simply Chocolate, StockYards and Wolferman's. Gift basket from 1800-Baskets and personalized gifts from Personalization Universe are also available. These partners provide a small royalty to support the AUSA mission, so it's win/win! Visit www.ausa.org/savings.

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Membership offers dental discount plan, holiday savings

By Susan Rubel

Dental insurance or a dental discount plan? Which is better? What's the difference?

As an insurance agent, I've been asked these questions on several occasions.

The answers depend on your situation and what treatments you are going to need.

Let me share my own experience using a dental discount plan when I didn't have dental insurance.

After getting a dreaded root canal, I was handed a bill at checkout for a whopping \$2,300.

But I remembered my Aetna Dental Access card and handed it to the receptionist, figuring if I got lucky, I might save a few dollars.

The receptionist looked up my plan and then told me that my bill was now \$990. Just like that, I'd saved \$1,130.

I got the same quality service as if I'd paid full price and got an equally impressive discount on the crown that was needed to complete my treatment.

I didn't have dental insurance at the time, but the insurance I previously had would not have kicked in until I paid a \$150 deductible.

Member Benefits

Then they would have paid 50% of their negotiated rate with a maximum annual benefit of \$1,500.

I would have maxed out my annual benefit on just the root canal and crown and would have had no more insurance coverage until the following year.

Dental discount plans are not insurance. You pay a fee and get access to significantly reduced rates.

They differ from insurance as there are no deductibles, no waiting periods, no annual maximums, no limitations on pre-existing conditions and no claim forms to worry about.

The Association of the U.S. Army has recently negotiated lower pricing on the Aetna Dental Discount network—\$5.97 per month for family coverage.



AUSA has recently negotiated lower pricing for members on the Aetna Dental Discount network—\$5.97 per month for family coverage. (U.S. ARMY/LEANNE THOMAS)

In addition to the Aetna Dental Access program, the \$5.97 provides discount programs for prescriptions, lab testing and MRI and CT scan services.

For a few dollars more, you can add other benefit programs such as discount costs on vision and chiropractic services, and access to Health Advocate Solutions, a company that advocates for you and your family when dealing with medical providers and insurance companies.

Learn more and enroll today at www.ausa.org/dma.

Holiday savings

As you're planning for Thanksgiving, Christmas and other holiday entertaining and gift-giving, take advantage of member discounts that will save you money and give back to the AUSA mission.

Gourmet food: AUSA members receive excellent savings at Harry & David, 1800-Baskets, Cheryl's Cookies, Fruit Bouquets, Personalization Universe, The Popcorn Factory, Simply Chocolate, StockYards (for prime meats), and Wolferman's.

Electronics: AUSA members get up to 10% off 99% of the Apple Store.

Or choose Dell and HP member purchase programs to access substantial savings.

Subscriptions: Save on subscriptions to *Army Times*, *Federal Times*, *Defense News*, and *Legacy Magazine*, a magazine for military families.

If you have a military child on your gift list, check out *Military Kids Life*, a special magazine about finding your adventure as a military kid.

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Susan Rubel is AUSA's Affinity Programs Director.

Podcasts feature SMA Grinston, finance tips, ISIS fight

The Association of the U.S. Army is releasing four new podcast episodes in November, including a one-on-one with new Sgt. Maj. of the Army Michael Grinston and an interview with the authors of the new book, *Hunting the Caliphate: America's War on ISIS and the Dawn of the Strike Cell*.

The first November podcast in the "Army Matters" series featured an interview with Grinston, who became the Army's top enlisted soldier in August.

The episode, which became available Nov. 4, gave listeners insights into Grinston's personality, leadership style and goals during his time as the 16th sergeant major of the Army.

He also talked about the Army Combat Fitness Test, building squads, measuring soldier lethality and improving nutrition at dining facilities.



On Nov. 11, the podcast will tackle the issue of financial management. The episode, featuring two financial experts, will cover Thrift Savings Plan options and good financial management practices.

Next up is an episode focused on military families. Guest Amy Bushatz, executive editor of Military.com and a military spouse, will talk about how her role as an Army spouse contributed to her career, especially when dealing with the effects of her husband's

difficult deployment to Afghanistan. The podcast will be available Nov. 18.

The next podcast, available Nov. 25, will feature retired Maj. Gen. Dana Pittard and Wes Bryant, authors of *Hunting the Caliphate: America's War on ISIS and the Dawn of the Strike Cell*.

Pittard, who retired from the Army in 2015 after 34 years of service, served multiple combat tours in Iraq and the Middle East, and in 2014 led the initial U.S. response to stop the rise of the Islamic State group in Iraq.

Bryant retired from the Air Force in 2018 as a master sergeant. In 2014, he was the tactical lead for a contingent of special operations joint terminal attack controllers to first set foot in Iraq to stop ISIS.

Learn more about the book here.

Full details on the podcasts are available at <https://podcast.ausa.org/>



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‘Run for the Fallen’ honors service members’ sacrifices

Members of the Association of the U.S. Army’s Monmouth chapter recently helped support the New Jersey Run for the Fallen, an organization of military runners and support crew whose mission is simple: run one mile for each New Jersey service member who died during the Global War on Terror.

From Sept. 26-29, runners across New Jersey raised awareness of the lives of those who have died, supported organizations that aid the families of those killed, and helped in the heal-

ing process for the native New Jersey residents whose

lives have been affected by the war.

This year, chapter board members visited 11 of the Hero Markers set up along the route to greet family members and runners.

In addition, retired Col. Samuel Fuoco, the chapter president, presented Honor and Remember certificates and flags to family members of two fallen Marines: Karen and Joseph Solarino, parents of Lance Cpl. Jeffery Stevenson; and Barbara and Kevin McNally, parents of Capt. Brian McNally.

The flag is a visible reminder of the lives given to preserve freedom, and a national symbol of appreciation recognizing the families’ sacrifice.



Retired Col. Samuel Fuoco, president of AUSA’s Monmouth chapter, presents Honor and Remember flags to parents of fallen Marines. (AUSA PHOTOS)

Above: Karen and Joseph Solarino, left, parents of Lance Cpl. Jeffery Stevenson.

Below: Barbara and Kevin McNally, right, parents of Capt. Brian McNally.



Army spouse brings experience to chapter leadership role

The president of the Association of the U.S. Army’s Marne chapter brings a wealth of knowledge and experience to the role from her time as an Army spouse and an Army Family Team Building program master trainer.

“I am honored to serve as the president of the Marne chapter of AUSA,”

Marne

said Carla Schreihöfer. “I recently returned from new chapter president training and the AUSA Annual Meeting in Washington, D.C. I learned a lot, and my peers

and I look forward to building on past experiences.”

Schreihöfer and her chapter board members have a combined total of 60,000 volunteer hours with local area AUSA chapters, she said.

“We are all coming together to build our chapter’s membership and serve soldiers, families, civilians and soldiers for life,” Schreihöfer said in a local news report.

“My board is very diverse, which is



exciting, and I look forward to trying some new things,” she said.

Schreihöfer’s husband, Franklyn, served in the Army for 22 years before retiring. During that time, they raised two children while serving on assignments around the world.

“I love being a part of AUSA because we are so inclusive, with no distinction being made between men and women and/or officers and enlisted members,” Schreihöfer said.

Interested individuals or groups can find more information about the chapter by clicking here.



AUSA SALUTES OUR VETERANS

It is our mission to honor those
who serve, past and present.

THANK YOU FOR BEING A PART OF AUSA



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