

THE GAZETTE

ASSOCIATION
OF MILITARY
RECRUITERS AND
COUNSELORS

“THE GAZETTE”

August 2008

CONTENTS:

AMRAC HAPPENINGS...PG.1-4

NEWS YOU CAN USE.PG...5-6

HOGUE’S CORNER...PG. 7

FUN/MISC.....PG. 8

AMRAC Post 2 becomes reality



The association’s Columbia, SC/Fort Jackson chapter, designated as AMRAC Post #2, has come to life due, almost single-handedly, to the efforts of Army Sergeant First Class (SFC) Latosha Bowens, pictured above, who currently serves as an instructor for the Recruiting Station Commanders Course at the Army Recruiting and Retention School (RRS) at Fort Jackson.

By Gary Hellums, AMRAC SE Region Chairman

When I was a boy, my late father, who spent his entire life working as a farmer, told me that nothing grows by itself. Everything must be nurtured to maturity. I think he was talking about his own kids since the conversation took place during one of his mentoring sessions with one of his three trouble-causing sons...me. That session, along with many others, probably involved some much-deserved physical mentoring, but that’s another story for another time.

During that particular mentoring session, Dad shared another nugget of information that has stuck with me.. You see, Dad was proud of the work he

did; he enjoyed being able to look back at the end of the day, or week, until the crops were harvested to see the results of his labor. Dad realized that he looked at things from a farmer’s perspective which, by no means, was the only way to view things. The nugget he shared was that many things, again, kids in particular, had to be seen from a forester’s point of view. That view being that some times it takes years, not days or weeks, to be able to measure results.

By now, the reader is asking, “Where is he going with all this; what is the point?”

The point is a new tree has been

Cont’d pg. 3 “AMRAC Post 2”

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AMRAC Post 2

From page 1

planted in the AMRAC forest.

The association's Columbia, SC/Fort Jackson chapter, designated as AMRAC Post #2, has come to life due, almost single-handedly, to the efforts of Army Sergeant First Class (SFC) Latosha Bowens, who currently serves as an instructor for the Recruiting Station Commanders Course at the Army Recruiting and Retention School (RRS) at Fort Jackson.

Her demonstrated leadership and desire to make things happen have led to SFC Bowens' being installed as the Commander of the Columbia/Fort Jackson chapter. She has leveraged the counseling skills she developed as a U.S. Army Recruiter, not to mention her unbounded enthusiasm, to turn this post from an idea into a reality. Her infectious positive attitude and determination to accomplish any task she takes on will undoubtedly lead to this chapter's being an asset to Fort Jackson and the surrounding communities, and to AMRAC as a whole.

As with any growing organization there are challenges to overcome if that organization is to be successful. SFC Bowens is busy identifying and overcoming the obstacles the chapter will face as part of its growing pains.

SFC Bowens and her fellow officers are not simply focusing on resolving the short term issues they face in developing the local post, the farmer's point of view; they are focusing on the future with a strategic outlook. Beyond making the Columbia/Fort Jackson post successful, they are determined to enhance the growth and vitality of AMRAC, as a whole, the forester's point of view, for the long run by their efforts. The question that guides that effort is, "What better environment to spread the word than the RRS?" Instructors that leave RRS to return to Recruiting Stations or the operational Army can be agents of growth, establishing new chapters or adding to

existing chapters.

The local post has suggested several initiatives, and one, recognizing honor graduates of the basic Recruiting and Career Counselor courses with a free three-year AMRAC membership, has already been realized. SSG Bradley Moore, honor graduate for Career Counselor course 004-08 was the first Soldier to be so recognized.

Other initiatives include an effort to actively engage Recruiters and Career Counselors from the other services about joining AMRAC. Understanding that AMRAC is not an Army only organization, SFC Bowens and crew also plan to coordinate with their counterparts at other services' Recruiting and Retention courses to "bring them into the fold." To accomplish that goal, they have recommended that AMRAC extend its recognition of honor graduates of Recruiting and Career Counselor courses to the other services. They are in the process of contacting the leaders of those other service schools to establish that relationship.

By combining the farmer's and the forester's philosophies the Columbia/Fort Jackson post will help be a positive

factor in AMRAC's growth at both the local and national/international levels. This post plans to set a new standard for other posts to emulate. Their efforts will cause other seedlings to be planted so the forest will continue to grow.

Be sure to watch for future articles about, and by members of, the Columbia/Fort Jackson post as it grows.

Editor's Note: Based on the recommendations of Post 2 Commander SFC Bowen, AMRAC's Board of Directors has approved implementation of the presentation of the AMRAC medallion and a 3 year membership to the honor graduate of all US Military Service Department's Recruiting and Retention schools. The AMRAC staff looks forward to working with our entire membership to insure that we bring members and veterans of all military services into our ranks. We are working on a separate medallion to recognize the honor graduates that will distinguish their accomplishments. – Jerry Pionk

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AMRAC academic grant awarded

AMRAC is pleased to announce the award of a \$500.00 education grant to David Bradberry of Saint Paul, MN. David is a recent graduate of Minnesota College of Art and Design in Minneapolis. His essay on family patriotism was judged as a winning entry and recently announced by Clem Schroeder, AMRAC Midwest Region Chairman. David and his parents, Richard and Rhonda Bradberry were presented with the check in Saint Paul following his college graduation ceremony. David plans to pursue a career in art.

The AMRAC Youth Scholarship Program is done quarterly and given to deserving youths who are planning to attend college or vocational school. Any AMRAC member can nominate or sponsor a deserving youth. For more information on eligibility and other criteria refer to the AMRAC website at www.ngob.net



Dave Bradberry, pictured above, stands between his parents Rhonda and Richard after receiving an AMRAC Academic Grant in Saint Paul, Minnesota.

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AMRAC partners with AMVETS “Sad Sacks” for Youth Scholarship Award

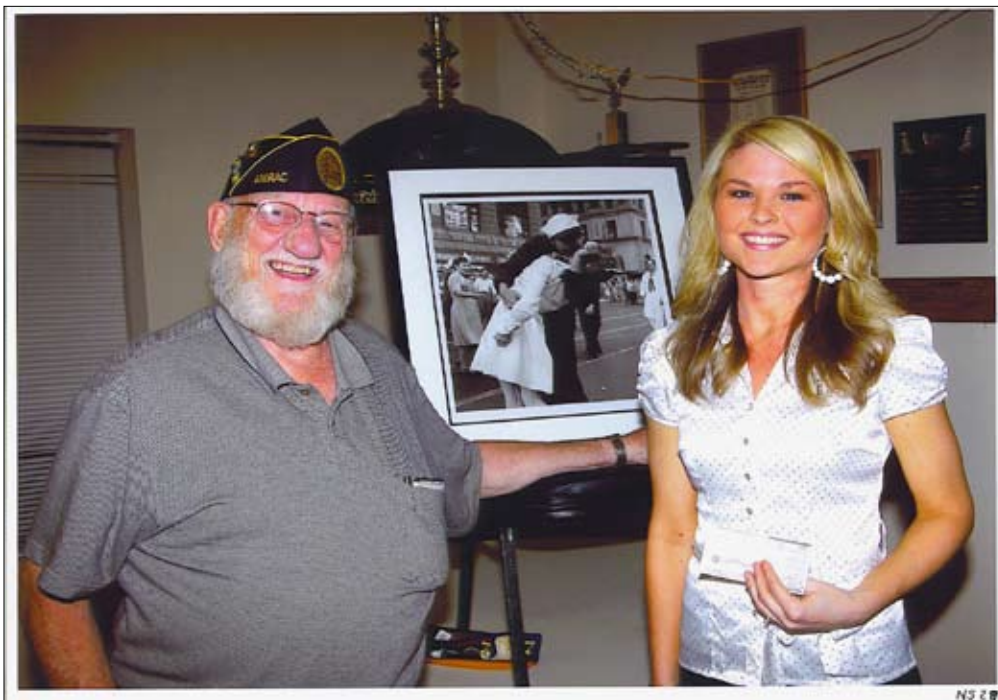
By AMRAC Executive Director Jerry Pionk

For the third successive year, AMRAC has partnered with the “Sad Sacks” of AMVETS Post 106, Saint Peters, MO to award a nursing scholarship. This annual event transpired as a result of the personal efforts of AMRAC and AMVETS life member, William L. Pettys, a former Army recruiter, counselor and Navy Veteran of the Korean War, the 2004 AMRAC National Veteran of the Year.

This partnership came about when the sad sacks of Post 106 faced a problem with raising enough money for more than one annual nursing scholarship.

As a result, a second \$500 award was presented on behalf of AMRAC in support of this worthy cause.

This year’s AMRAC-AMVETS Post 106 joint recipient is Ms. Ashleigh Crews, a senior at the University of Missouri-St. Louis. Ms. Crews will complete her bachelors in nursing in August, 2008 and is currently employed at Saint Johns Mercy



William Pettys of AMRAC and AMVETS presents a scholarship to Ms. Ashleigh Crews to continue her educational pursuits towards obtaining a degree in nursing.

PHOTO COURTESY WILLIAM PETTYS

Medical Center in St. Louis.

happy to play a part in her quest.

Ashleigh always felt that a career in nursing would help her to “make a difference” in society and AMRAC is

William Pettys presented the award on behalf of AMRAC at the AMVETS post home last month.

AMRAC Post #1 hosts their first AMRAC picnic

AMRAC Post #1 in Watertown, South Dakota also known as Terry’s Hot Rod Lounge hosted their first annual AMRAC Life Member’s Picnic on Sunday, July 5th, following a festive July 4th weekend. The event was attended by all 10 current AMRAC members of Post #1 and their family members, as well as Watertown’s mayor, and Life Member, Paul Fox, Midwest Region Commander Clem Schroeder and Prairie States Commander, Jeff Thronson. A picnic lunch and beverages were plentiful thanks to Post #1 Director, Terry Parrish. The members have collected nearly \$1,000 through various charitable sources and will soon announce their Post #1 Youth Scholarship Grant for later in the



DC Chairman at Large Greg Spencer (left) welcomes new AMRAC Life Member Courtney Livingston into the organization at Terry’s Hot Rod Lounge

PHOTO COURTESY AMRAC Public Affairs

year. The guest speaker for the event was Greg Spencer, an original AMRAC founder and currently, Washington DC Chairman at Large. Chairman Spencer spoke about the birth of the organiza-

tion in 1983, its current growth and vision for the future. He also installed Post #1’s most recent life member, Courtney Livingston, a US Marine Corps Veteran.



Member's in Focus: Interview with SOOBI, Inc. CEO Lyle Hogue

A longstanding supporter and activist of the Association of Military Recruiters and Counselors has started his own business of promotional items. On recent trip to Washington, DC, we caught up with a busy Dr. Lyle Hogue, President and CEO of Shirt Off Our Back, Inc (SOOBI) for an interview:

AMRAC: Congratulations on the start of your new company. Can you tell us a little about your company?

Lyle: Thank you very much. It's been busy. I had no idea all that is involved with creating and running a company. It has been very rewarding and I am proud of the things the company has planned for the future.

AMRAC: Obviously, as a retired retention sergeant major, you know many people who are now potential customers. How is that being received in the retention community?

Lyle: Very well. Actually, I have received many well wishes. I have communicated the start up of Shirt Off Our Back, Inc mainly to the Sergeants Major. As we get underway, I plan to visit most of them. Probably, my biggest reputation as a SGM was my desire to see everyone I came in contact with to be successful. Now that I am starting my business, that is the feeling I see coming back to me from the retention community.

AMRAC: I understand that you still bring this attitude to your company. Can you share?

Lyle: Oh yes on two levels. First, when a client buys promotional items, they are given a great deal of responsibility to get the best looking, best quality items for their employees. I want them to be successful in this endeavor. Second, I



AMRAC Executive Director Jerry Pionk (left) recently interviewed long-time AMRAC member Lyle Hogue on his new business venture, SOOBI, Inc.

PHOTO COURTESY AMRAC Public Affairs

am in a unique position to be able to leverage my skill sets in career counseling and academia to offer clients a set of free career services that is unprecedented.

AMRAC: Career Services? Can you explain?

Lyle: Sure. The normal promotional items process includes an order of items, let's say 200 Polo Shirts. When a Soldier reenlists, he or she is given a shirt and handshake. I plan to not only to provide a shirt but also "the shirt off our back!" Through a network of retired senior military and non-military career advisors, who are now successful in either corporate or civil service, we offer each person who receives our product a free suite of career related services including: education counseling, a resume editing service, and free memberships to select military

organizations.

AMRAC: Will there be other career related services that a person can obtain?

Lyle: Yes, eventually, we will offer two packages that include longer periods of the basic service, a financial counseling service, a discounted tax preparation service, and a travel and tourism service.

AMRAC: Well Lyle, that's about all the time we have for this article. We wish you the best of luck!

Lyle: Thank you and God Bless All of our military service people. Army Strong – SOOBI Strong!

***AMRAC regularly highlights members personal and business ventures but does not receive any direct compensation or revenue from articles or submissions. Future article ideas can be submitted to ngob1@aol.com**

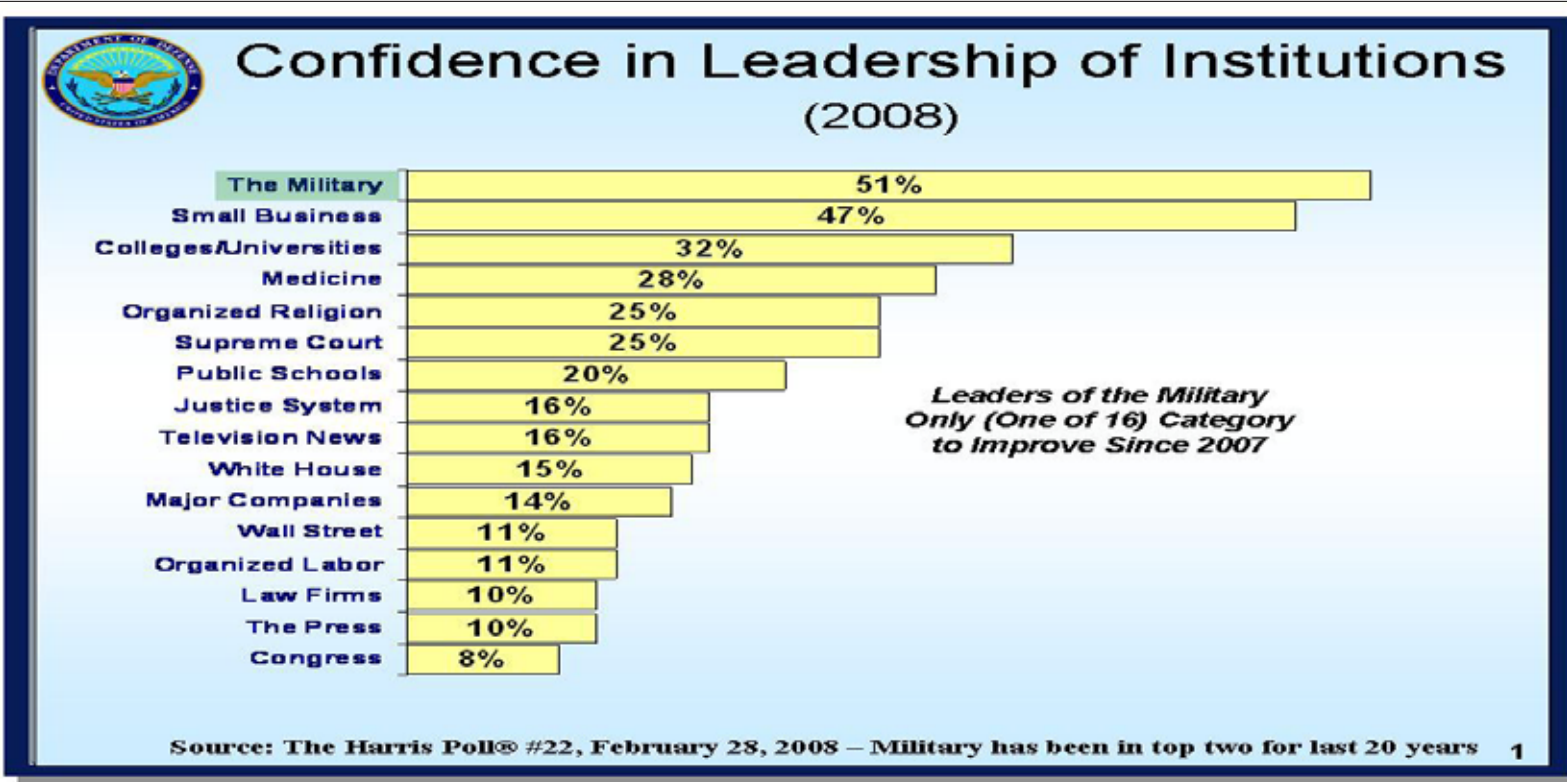


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The military as a whole still ranks high in public confidence



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Dr. Lyle Hogue says "Get organized, get rich!"



DR. HOGUE'S CORNER

First, we all have different views of wealth. My second daughter started her first job this summer at Olive Garden. If any of you are ever in Columbus, GA, go to the one and only Olive Garden and most of the time she will be the one who greets you. Anyway, she brought home her first check... all of \$179.84. I happen to be on travel and so she held up from depositing it until I could see it. She was so proud and it just reminded me of myself a long time ago! Of course, we both nearly cried when she had to put nearly a quarter of it in her Dodge Neon for gas!

Here is the bottom line, if you are not doing some sort

of saving; you are just not a smart person. I don't like to be so blunt but life is so unpredictable, you just have to take some precaution. I probably cannot say anything in this article that other authors haven't already said. I just encourage you to save. Whether you use the Thrift Savings Plan, an employer 401K plan, Mutual Funds, or even the riskier stocks and bonds, research consistently shows saving over time returns greater returns for your money.

So tying organizing with getting rich? Well, it first starts with controlling your wants and desires. Next, it involves conducting a little research to prevent replacing high dollar items, and lastly sharing your financial prowess with others.

Wanting is all about the zeroes. The fewer zeroes you have, the fewer wants you should have. Problem with this is that it is often the opposite.

Organize your priorities to coincide with your budget growth.

Big ticket items can be a big drain. The worst item is a car. Most of my time in the Army, I usually owed more on a car than it was worth. The worst part about that was that I would be too impatient to pay it all off so I had some equity to trade in. So the dealer would be oh so glad to "roll that difference" into my new loan. I was probably still paying for my first car years later on my seventh car!!! Dumb. Do your research, pay more than your payment, GET EQUITY!

Lastly, most of you don't even need this article. If not, pass on the things you are doing right to your junior troopers. Money is always one of those sticky topics but it doesn't have to be. Find a way to make sure you rub off some of those sound techniques that are working for you.

Get Organized and Get Rich using these few strategies to increase the zeroes in your bank account and you will be on your way towards a richer you. Try a few of these strategies and send me an email at lyle.hogue@us.army.mil and I will share your success stories in future articles!

'Hogue's Corner' is a feature of the AMRAC Gazette. Dr. Hogue's opinions and viewpoints reflect his personal views and are not necessarily those of AMRAC.



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President George W. Bush stands beside U.S. Forces Korea Commander Gen. Walter Sharp (left) and Cpl. Victor L. Berlus, Eighth United States Army, on stage Aug. 6, before addressing military personnel, Families, and Department of Defense Civilians at Yongsan Garrison, Seoul, Republic of Korea. As the U.S. Eighth Army Non-Commissioned Officer of the Year for 2008, Berlus had the honor of introducing the president to the standing-room-only audience. - U.S. Army Photo By Edward N. Johnson

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