

GAZETTE

“THE GAZETTE”
September 2005

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Association names its 3rd 2005 Veteran of the Year.

Oscar E. “Bob” Collier of Dallas, TX recognized in Dallas on July 29th.

Jerry Plonk
Executive Director

On this 60th anniversary of the end of World War II in 1945, the Association will award four World War II Veterans (one during each quarter) with the 2005 Veteran of the Year award. Nominations were solicited from the Association’s members and voted upon by the Association’s recognition committee. The major criteria for the award are accomplishments after discharge from the military and devotion to making America stronger through community service.



Oscar Collier of Dallas, Texas prepares to speak at a ceremony in his honor

Oscar “Bob” Collier, a prominent Dallas, Texas businessman and community activist was recognized as Veteran of the Year on July 25th at his home in Dallas in front of approximately 200 close friends and acquaintances. Bob served in World War II from 1939 to 1945. He joined the Army National Guard in 1939 and was called up for active duty in the United States Army after the U.S. entered the war in 1941. He served in North Africa and in the Battle of the Bulge in the liberation of Germany. He came down with a bout of Rheumatic Fever at the end of the war and was separated soon after as a Sergeant.

He returned home to Dallas and began civilian life in a succession of occupations ranging from policeman with the Dallas Police Department, mortician, ambulance driver, and eventually husband after his marriage to his first wife, Charlotte, a registered nurse. At that time he decided he wanted to change directions and entered Southern Methodist University. After seven years, he graduated with a degree in accounting and became a partner in a brokerage firm. After a heart attack, he followed his doctor’s advice to change careers and

see ‘veteran’ next page

“The Gazette” is an official publication of the National Association of Recruiters and Career Counselors of the United States Armed Forces, a 501(C)(19) non-profit veteran’s organization headquartered at 12241 Tilney Ct., Woodbridge VA 22192. The opinions, views, information and advertisements in this publication reflect the individual author, writer or business represented and do not necessarily represent the official policy of the association. This publication is not directly affiliated to the United States Army, Department of Defense or any other agency. All information contained therein this publication is for the unlimited usage of members of this organization and their families. Layout, design, artwork and technical support are provided under contract by Plonk Digital Media Group, a wholly owned subsidiary of Plonk Enterprises, Inc. Content is the responsibility of the National Association of Recruiters and Career Counselors of the United States Armed Forces of the United States, who holds editorial license and authority over all elements of this publication. Further content, content and membership information can be accessed at www.ngob.net





Veteran of the Year Recognized in Dallas

became a partner in a consulting company. In the early 1970s, Bob went into business for himself by buying the AA Manufacturing Company with a \$100,000 loan from his bank. After 20 years in business, he sold the business. Bob's wife, Charlotte died in 1995. At the age of 80 Bob opened a new business called the A-1 Powder Paint Company as a way of helping out two former employees. After 5 years with A-1, Bob has transferred 48% ownership to his former employees and current partners.

He has spent the years since his discharge as a pillar of the Dallas community. He is noted for the numerous philanthropic causes that he has been involved in. His efforts have resulted in a new wing for a hospital in Juarez, Mexico; he has given generously to Dallas Baptist University and has had two student interview rooms named for him at the Tom and Alicia Landry welcome center and an apartment named in his honor at the Ebbay Holiday Center, a student study room at the University. His generosity also resulted in building a community center at his boyhood home church near Moorville, TX, numerous Dallas area charities and most recently, the National World War II Veteran's Memorial in Washington DC. He is retired in Dallas with his second wife and devoted partner, Evelyn.

At the ceremony, which included television coverage and a proclamation by the mayor of Dallas, Bob was presented with our Association's Medal of Merit by SGM (retired) William A. Groce, Association Director of Retiree Affairs, a flag that flew over the Pentagon by MSG (retired) John



MSG (retired) John Frazier presents Mr. Collier with a flag that flew over the Pentagon in a ceremony in Dallas honoring Collier as the 3rd 2005 Vet of the Year

Frazier, an award from the Army Recruiting Command by SGM Lyle Hogue of Fort Benning and the

Veteran of the Year plaque by SGM (retired) Jerry Pionk, the Association's Executive Director.

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SECARMY Recognizes Recruiters and Career

Counselors of the Year

By **LaDonna S Davis**

September 7, 2005

WASHINGTON (Army News Service, Sept. 6, 2005) — Recruiting is improving and retention has exceeded this year's goal, said the Army's top official who honored six Soldiers for facilitating progress in both areas.

Secretary of the Army Francis J. Harvey recognized the Army's best noncommissioned recruiters and career counselors in the Active Army, National Guard and Army Reserve during a Pentagon ceremony Sept. 6.

While acknowledging the challenging wartime recruiting environment, Harvey said, "The Army is not in a crisis mode, but a concerned mode" when it comes to recruiting and retaining Soldiers.

If recruiters continue on the same track, they will exceed last fiscal year's total of 72,000 new Soldiers, Harvey said. He added that the number of new recruits will be the second highest in the last five years – even if recruiters fall short of their expanded goal of 80,000, intended to enable the Army to staff new brigade combat teams.

The Army has already met its re-enlistment goal for this year, Harvey said, and expects to end the fiscal year at 105 percent of its goal – a goal that was

also expanded from last year by 8,000 more Soldiers.

"The Soldiers and junior officers we recruit and retain today are the leaders of tomorrow." Harvey added, "Thank you for your commitment to our Soldiers and their families."

Each Soldier was presented with a large porcelain eagle in full flight holding an American flag. Those recognized were:

- Active Army Recruiter of the Year, Sgt. 1st Class Dale Shavaliar, stationed in Fayetteville, N.C.
- Active Army Career Counselor of the Year, Sgt. 1st Class Christopher Richardson, stationed at Fort Bragg, N.C.
- Army Reserve Recruiter of the Year, Sgt. 1st Class David Morrison, stationed in Anniston, Ala.
- Army Reserve Retention and Transition NCO of the Year, Master Sgt. John Dunlap, stationed in Independence, Mo.
- Army National Guard Recruiter and Retention NCO of the Year, Master Sgt. Manuel Horn, stationed in Sterling Heights, Mich.
- Army Reserve Component Career Counselor of the Year, Sgt. 1st Class Suzanne Delarosa, stationed in Honolulu, Hawaii.



Sgt. 1st Class Christopher Richardson receives an award for being the Active Army Career Counselor of the Year from Secretary of the Army Francis J. Harvey

Gregory Jones

Following the ceremony, Richardson said, "My mission is to retain a quality core and to keep the commands abreast of all the rapid changes that are happening in the Army. Regardless of the hardships, family separation and danger they may face, we find our Soldiers are re-enlisting all the time."

Career counselors have the 79 series Military Occupational Specialty and assist in re-enlisting Soldiers.

Morrison noted that he became a recruiter because of the example that his own recruiter set before him. "My job is to tell the Army's story. It's the best job."



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WHAT CAN ARMY CAREER

COUNSELORS DO TO FIX ATTRITION?

By **SGM Lyle J. Hogue**

The opposite of employee retention is employee attrition. For the Army, attrition primarily focuses on young Soldiers in their first seven to 36 months of service. Obviously, the Army invests a substantial amount of time, money, and resources into bringing a civilian from Any Street, Any Town, USA and subsequently placing them in a Brigade Combat Team as a fully functional member of the finest fighting force in the world. Although many have debated the cost of training a new recruit, few have ever discussed the expanded cost of the recruiting, MEPS, and reception station personnel. Additionally, the money the Army paid to have the drill instructor team in place to train each new recruit has rarely been factored. Lastly, many do not compute the travel cost of Soldiers from home to the Army's famous Divisions.

With all this considered, it is no wonder the Army is now reviewing why these Soldiers depart the Army before their contractual separation date. For years, the Army's personnel gurus have been reluctant to treat attrition as anything more than routine and have not made it a top priority, not wanting to get into "commander's

business." However, the Army now appears to be in a paradigm shift. The Pentagon is still hesitant in getting in "commander's business" yet it grapples with trying to stop the bleeding while staying out of the local commander's lane. The Army has already witnessed this when major changes in the Enlisted Promotion System were put in place earlier this year.

How does the Army tackle attrition? To maintain proper order and discipline in the unit, commanders must be able to separate Soldiers whom they feel are not meeting the Army standard. Yet, one must realize and accept the organizational culture that shaped these leaders. In 1991, post Desert Storm, the Army instituted massive separation programs to "get rid" of Soldiers- good or bad. Leaders, now will admit the Army lost many good Soldiers during this six year "downsizing exercise." For six years, the Army "taught" leaders how to separate Soldiers quickly and without much contemplation. If Soldiers were having doubts, no one put their arm around a shoulder and counseled them. Got a trouble maker? Separate them. Personality conflict? Send them home. Eight years later, those young leaders are now the

decision makers on Soldier separations. It is no surprise the Army has an attrition problem.

There is hope that the Global War on Terrorism will teach present young leaders who have had to go to war with all Soldiers that everyone counts. Perhaps, the ills of the 1990s will be cured by blood, sweat, and tears shed in the sands of Iraq and Afghanistan. Career Counselors can play an intricate role in Attrition Management by counseling junior Soldiers. The expanded 24-month (possibly 36-month) reenlistment window will force Career Counselors to speak to Soldiers much earlier than before. Career Counselors can also aid Commanders by simply tracking the attrition rate as it happens, bringing and awareness to the commander that currently is not apparent. Army commanders are smart people and they are busy people. Most of them, deal with issues at 25 meters. If they are made aware of attrition issues as they occur, they will be much more effective in resolving them. Career Counselors can provide this information as a supplemental slide to their weekly retention slides. Just having this awareness may lead commanders to act differently; which will ultimately lead the Army to retain Soldiers instead of separating them.



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Death of former ODCSPER Retention Manager

It is with regret that we announce the death of SGM (retired) Robert "Bob" Waugh. Bob had been battling cancer for the past few months. He died in late January at his home in Florida. He is survived by his wife, Heidi.

SGM Waugh served as the


Army's senior retention policy manager in the Office of the Deputy Chief of Staff for Personnel (ODCSPER) from 1984-1986. He was the third retention SGM to serve in the position. After his retirement he worked as a DA civilian in the Army Human resources Command.

2006 School Year Essay Contest

The Association will again conduct its annual youth essay contest. This year's theme is: "Service to America-What is our Obligation". The essay contest is open to high school or college students between the ages of 14 (as of September 1st 2005) and not older than 21 years of age as of January 1st 2006. Essays must be typed, double spaced and at least 500 words in length. Total prize money will depend on the number of entries. Winning entries will receive up to \$500.00. Other separate essay endowments also are available in addition to our Association's essay contest. To offer a grant or scholarship in the name of a loved one, contact the editor at ngob1@aol.com.

Retention Hall of Fame Veteran's Committee Selections

The Retention Hall of Fame Veteran's Committee will make its annual selections for inclusion in the Army Retention Hall of Fame. The committee will meet in late September and announce its selections during the Worldwide Retention Conference. To be considered by the Veteran's Hall of Fame committee, the individual must be retired from the Army for at least two years. Nominations can be submitted by any Army Career Counselor or retired Career Counselor. Voting is conducted by the 10 member Veteran's advisory board. Full selection criteria can be found on Hall of Fame portion of the Association's web site at www.ngob.net.



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International Friendship Award Presented to Dennis Daley of Australia



Our Association presents many awards and honors to individuals who share our ideals and views on patriotic service. We are proud to announce that our Association's International friendship Award will be presented to Dennis Daley of Warrnambool, Australia. Mr. Daley was presented with his award during a recent visit to Washington DC.

Bill Groce of Wills Point, Texas named Director of Retiree Affairs for the State of Texas.

SGM (retired) William A. "Bill" Groce was recently named Director of Retiree Affairs for the State of Texas. Bill is a retired Army recruiter who has been involved in recruiting awareness at the local level since his retirement from active duty nearly twenty years ago. He was instrumental in construction and planning for the Wills Point Veteran's memorial. He is actively involved in the Veterans of Foreign Wars and the American Legion as well as local charities. He is a strong proponent of involving veterans in recruiting in the local community. He and his wife Diane reside in Wills Point.

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Member to members plea for Katrina relief

Friends and Colleagues:

I spent Saturday and Sunday at the Washington Armed Forces Retirement Home helping the admissions staff get the Gulfport residents situated in their new home. I can't tell you what a great group of people staff the home and the residents are just amazing. I know many of you have expressed a desire to help those who have been affected by Hurricane Katrina, and what better way than by helping our veterans. If you would like to make a donation to the Armed Forces Retirement Home; below is a list of items still needed:

-Small televisions

- Small refrigerators
- Alarm clocks, radios, personal CD players and CDs
- Electric shavers/ disposable shavers
- Hand held hair dryers, Curling irons,
- Ironing boards and irons
- Phone cards
- Coat, glove, and winter clothing

You may donate directly to the home or if you don't have time, I would be happy to accept a donation on your behalf and take it to the home this weekend. All donations are tax deductible; if you would like to use your donation as a tax deduction, please let me know what you would

like to donate and the value of the items donated and I will get the tax ID number and receipt for tax records.

The home's address is 3700 N. Capitol Street, NW, Washington, DC 20011 and the entrance is located at the intersection of Rock Creek Church Road & Upshur Avenue.

Please feel free to pass this message on to others.

Sincerely,
Cheryl Black
Assistant Director
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