



# ASSOCIATION OF US ARMY RECRUITING

SEPTEMBER 2024

ISSUE 3

Join Us for the 2nd Annual Conference After Successful Launch in October 2023

Where: Hilton Palacio del Rio, San Antonio, TX (On the Riverwalk)

When: November 8-10, 2024

What: Fellowship, Recruiting Updates, Find Ways to Help in Your Community (Join a AUSAR Committee)

How: Register on the AUSAR Website



## BOARD MEMBERS:

- ◆ Mike Turner, President
- ◆ Todd Moore, VP
- ◆ Wanda Brooks, Treasurer
- ◆ Steven Laick, Communications
- ◆ Miguel (Mike) Ramos
- ◆ Dick Teters
- ◆ Timothy Farrell
- ◆ Jessica LaPointe-Menold
- ◆ Andrew Burgess

## Meet Our Newest Board Member, LTC (Ret) Andrew Burgess



Lieutenant Colonel (Retired) Andrew E. Burgess is a native of Virginia and is married to Katie Burgess. They have two girls (Emily, Ali) and two boys (Bennett, Boden). He retired from the Army in 2021. He and his family moved to Minnesota where he started a new position as an account manager with Microsoft.

LTC (R) Burgess received his commission in the Infantry through ROTC at James Madison University (JMU) in 2000. His first duty assignment was with 1st

Battalion, 21st Infantry, 25th Infantry Division in Schofield Barracks, Hawaii from 2001-2003. Following completion of the Special Forces Qualification Course, LTC Burgess served in 1st Battalion, 10th Special Forces Group in Stuttgart, Germany as a Special Forces Operational Detachment Alpha Commander, Headquarters Support Company Commander, and Aide-de-Camp to the Commander, Special Operations Command Europe from 2005-2010.

He then served as a Special Forces Company Commander and Operations Officer for 10th Special Forces Group from 2012-2015. LTC Burgess was assigned to the U.S. Special Operations Command in Washington DC as a liaison to Congress from 2015-2018. Finally, **LTC Burgess was assigned to USAREC as the Richmond Recruiting Battalion Commander from 2018-2020** where he made a tremendous impact on the Soldiers, Civilians, and surrounding community prior to his retirement from the US Army.

## Upcoming Events:

- September 28, 2024: All Members Zoom Meeting
- November 8-10, 2024: Annual Conference, San Antonio, TX

## Inside this Issue:

- Blog Corner/ Recruiting News* 2
- Recruiting Transformation Initiatives* 2
- AUSAR Membership* 3
- Member's Corner* 3
- Sponsorship Corner* 4
- AUSAR Mission* 5
- AUSAR Contact Info* 5

## Former Army Recruiters & AUSAR Navigating Current Challenges

The enlistment process can be daunting for both recruiters and recruits alike, with numerous challenges and hurdles to overcome. As former Army recruiters, AUSAR members can serve as invaluable resources in navigating these challenges. Perhaps most importantly, as former Army recruiters, we have the opportunity to encourage and motivate a new generation of recruiters by sharing our stories of dedica-

tion, sacrifice, camaraderie, and overcoming the challenges and adversities faced while on recruiting duty. Our passion for serving our country must be infectious, igniting a sense of purpose and pride in those considering military service; many of us continue to serve in a variety of capacities, supporting and assisting our communities and local organizations. By embodying

the values of honor, courage, and commitment, we serve as living examples of the profound impact that service in the military can have on both individuals and society as a whole. As a former USAREC Soldier, your expertise and understanding of what this undertaking entails is needed; come join the team and help make a difference!

*Miguel (Mike) Ramos Jr.,  
CSM(R), US Army*

*August 8, 2024*

### Call to Action

Recent Blog  
from Board  
Member Miguel  
(Mike) Ramos

Explore the latest  
USAREC news:

Instagram: [usarec](#)

Website: [U.S. Army](#)

[Recruiting Command](#)

[USAREC FaceBook](#)

### In Other News:

[Army graduates its first cohort of new warrant officer recruiters \(armytimes.com\)](#)

[First cohort of talent acquisition technicians graduate, ready to hit the ground running > U.S. ARMY RECRUITING COMMAND > U.S. Army Recruiting News](#)

[Army Marketing Offers Home to Elite Athletes - Military-Spot.com](#)

## Army Recruiting Transformation Initiative Update

### USAREC News: First 42T Cohort Graduates, Starts TWI

U.S. Army leaders and Industry representatives signed a partnership agreement marking the beginning of a Training With Industry (TWI) journey for the first cohort of future 42T, Talent Acquisition Specialists.

The four-month TWI rotation is an investment in not only the first 25 Non-Commissioned Officers selected to participate in the cohort, but also in the collective recruiting enterprise.

The Soldiers are partnered with representatives from Amazon.com, Deloitte, Wells Fargo, Boot Camp Digital, and the University of Louisville. They will use their four-month immersive experience with industry best practices to inform the 42T curriculum that will modernize recruiting methodologies.

[Army partners with industry to learn, improve recruiting methodologies > U.S. ARMY RECRUITING COMMAND > U.S. Army Recruiting News](#)



## *Become A Member of AUSAR Today - Join Us*

**We Need YOU!** Become a member of the Association of US Army Recruiting today and support our Army. Just like us, you are probably concerned about our Army and the challenges that the current recruiting force faces.

Whether you are a current or former member (Soldier or Civilian) of the Army Recruiting Command, a family member, or someone with a passion to serve, we want you to join our team.

Over the next several months, you will have an opportunity to join committees focused on developing solutions to complex

problems. Although today's recruiting environment has changed, your knowledge and experience are still needed.

You can help our Army recruiters connect with the target markets, build relationships in the schools and local communities, bridge the military-civilian gap by telling your Army story.

**You are important to our Army's future.**

**Become a Member of AUSAR Today!**

### Membership Options:

Veteran/Soldier/Family Annual Membership or Active duty E8/

Family Member and above. **\$30**

Veteran, Soldier or Family Member Lifetime Membership **\$200**

Soldiers who are currently serving in grade E7 or below, or a Family Member of a Soldier in grade E7 or below. **\$10**

The Associate Annual Membership is available to anyone who did not serve in the command. **\$35**

The Associate Lifetime Membership is available to anyone who did not serve in the command. **\$225**

**SPONSORS & DONATIONS WELCOME.**

**CALL  
TO  
ACTION**

**JOIN AUSAR TODAY**

To learn more about how you can

become a member of the AUSAR

please **click on the link below:**

[Become a Member](#)

***"Be All You Can Be"***



**Welcome to Our  
New Members (July)**

Alan Cheeseman  
Matthew Martie  
Adam Drake

## Member's Corner

### *September Spotlight - Peter Mahmood*

Peter Mahmood served in the US Army for 24 years and settled in Florida after retiring. Currently, Peter is the Military Relations Manager and Senior Recruiter at Cox Enterprises. He is the epitome of selfless service as his mission is to help Soldiers and Military spouses every day. Click on this link [Cox's Pledge to Veterans and Military Spouses | Cox Careers \(coxenterprises.com\)](#) to read more about Peter Mahmood and his dedication to USAREC and the US Army.

This photo was taken at a Job Fair in Sunrise Florida with 1LT Samuels and the Fort Lauderdale Company with teammate Peter Mahmood. Just another fine example of AUSAR and the team working to support recruiting efforts abroad.

*Thank you for your dedication and ongoing support to our recruiting community—Mike Turner (President, AUSAR).*



## Sponsor's Corner:

Welcome to our  
newest sponsor,  
USAA.

USAA is now a  
Presenting  
Sponsor for the  
2024 calendar  
year.



Serving the military community  
and their families since  
1922. [USAA.com](http://www.usaa.com/).

<http://www.usaa.com/>

(800) 531-8722

The mission statement of USAA  
is **to empower members to  
achieve financial security  
through competitive prod-  
ucts, exceptional service, and  
trusted advice**<sup>123</sup>. They seek to  
be the provider of choice for the  
military community and their  
families

### *CRITICAL MISSION: Sponsor, Member, and Donation Drive to the Annual Conference in November 2024*

Salute and protect our nation's 50+ year-old All-Volunteer Army by becoming an AUSAR sponsor today. Our mission is to provide vital education, resources, and connections for the critical recruiting effort. In exchange for your support, we offer 12 months of exposure and networking, including at our 2nd Annual National Conference to be held November 8-10, 2024 in San Antonio, Texas.

#### **Sponsorship Annual Packages:**

**Presenting Sponsor—\$5,000-USAA**

**Gold Sponsor—\$2,500**

**Silver Sponsor—\$1,000**

**Bronze—\$500**

Secure your sponsorship by completing the AUSAR Sponsorship & Donation Form or learn more by contacting CSM (R) Todd A. Moore at 315-681-0614 or [csmmoore17@gmail.com](mailto:csmmoore17@gmail.com). For all other information, contact Wanda Brooks at 703-474-7202 or [info@ArmyRecruitingVeterans.com](mailto:info@ArmyRecruitingVeterans.com). Thank you for supporting the Association of U.S. Army Recruiting, Inc. Donations may be tax deductible and tax letters will be sent at end of year.

Help us achieve the critical milestones to grow our members, sponsors, and increase our donations. Together, WE can truly make a difference in our communities and for our Army Recruiting units, Soldiers, and DA Civilians who dedicate each day to securing our nation. Put your years of experience, expertise, drive, ingenuity, passion, connections, and love for our Army and County to good work. THEY Need US, AUSAR Needs YOU!

#### **Critical Milestones to Reach by November 8-10, 2024:**

- 2,000 new members (all categories)
- 10 new sponsors (all categories)
- \$25,000 in combined donations
- Formation of AUSAR Committees
- Synced Calendars and Rolled Up Sleeves Ready to Assist

**[Become a Member](#) OR REFER SOMEONE YOU KNOW.**

## Where to Find US:

AUSAR Facebook Page

AUSAR Official Website <https://ausar.org>

[Join the Army: Sign Up Today! \(ausar.org\)](#)

IG: [ausarecruiting](#)

Questions or Suggestions? Click the link below.

[Info@armyrecruitingveterans.com](mailto:Info@armyrecruitingveterans.com)



## *AUSAR Mission*

We support the mission of US Army Recruiting Command through an informal network of former and current members and family members of the Command.

We accomplish the mission by:

- Advising leaders and members of our local and state governments, educational institutions, and businesses on ways they can support USAREC, while also benefiting their communities.
- Making our members available to individual Recruiters and their leaders as Centers of Influence, mentors, and coaches.
- Ensuring that USAREC's public information is disseminated widely in ways those without military service or dated knowledge can appreciate.

## **AUSAR Vision**

Every Citizen and legal resident of the United States deserves the opportunity to serve our country in the All-Volunteer Army. Through education and advocacy, The Association of US Army Recruiting (AUSAR) enhances the general knowledge of serving in the US Army within our communities.

## **AUSAR Advocacy**

Association members are committed to directly supporting individual US Army Recruiters as community advocates and extending the recruiter's network of supporters.

Our members are committed to the Army's culture of Acceptance, Respect, and Growth.