



# ASSOCIATION OF US ARMY RECRUITING

JANUARY 2024

ISSUE 1

## 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.

### BOARD MEMBERS:

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



## Meet Our Board Vice President, CSM (Retired) Todd Moore

One of the founders of the Association CSM (R) Moore currently serves as the Vice-President of AUSAR. He previously served as the Vice-President of Region 2 (AUSA) responsible for enlisted programs. He still serves the United States Army Recruiting Command as the

Chief of Operations, 1<sup>st</sup> Recruiting Brigade, Fort Meade, MD.

Prior to his retirement CSM Moore served as the Chief, Sergeant Major Management, Office of the Sergeant Major of the Army, Command Sergeant Major - US Army Recruiting Command, Com-

mand Sergeant Major, 1<sup>st</sup> Recruiting Brigade, Command Sergeant Major - U.S. Army Recruiting Battalion Syracuse, and multiple assignments as a Company First Sergeant and Station Commander. Other assignments include Inspector, Office of the Inspector General.

### Upcoming Events:

March 2024: All Members Zoom Meeting

October 25-27, 2024: Annual Conference

### INSIDE THIS ISSUE:

<i>AUSAR Launch</i>	2
<i>Recruiting Transformation</i>	2
<i>Army SR Leader Quotes</i>	2
<i>AUSAR Membership</i>	3
<i>New Members</i>	3
<i>AUSAR Mission</i>	4
<i>AUSAR Contact Info</i>	4



**“BE ALL YOU CAN  
BE”**

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TRANSFORMATION  
OF ITS RECRUITING  
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UNITED STATES  
ARMY](#)

## *AUSAR Launches in Orlando, Florida*

We officially launched the Association of US Army Recruiting on October 27, 2023 at the Shades of Green in Orlando, Florida coinciding with the 50 year anniversary of the All-Volunteer Army.

The event started on Friday night with a reception and dinner featuring guest speaker, CSM (Retired) John Wayne Troxel. We reconnected with current and former Army recruiting members and their families.

Saturday was filled with opportunities to learn about the current recruiting environment, network with each other, and introduce

the Association to our newest members. We enjoyed getting to know all those in attendance and look forward to our next annual conference scheduled for October 25-27, 2024.

**Survey:** Watch for our upcoming member survey on our Facebook page requesting your input for potential locations to hold the next conference.



## **Army Recruiting Transformation Initiatives**

Secretary of the Army Christine Wormuth and Chief of Staff of the Army Randy George detailed sweeping changes in how the Army will identify and recruit talent - from expanding its focus to a larger share of the youth labor market and creating a specialized talent acquisition workforce to initiating an experimentation and learning capability.

Five Key Areas Outlined:

**Transform how the Army prospects**

**Transform the Army’s recruiting workforce**

**Create an experimentation capability within USAREC**

**Enhance the evidence base for recruiting policy decisions**

**Aligning Army recruiting leadership and structure**

The entire article can be read by clicking the link to the left of this story.

After reading the article, how can you help our recruiting force?

The first thing you can do is become a member of the Association of US Army Recruiting.

***Make a difference and join us.***

## **Recent Recruiting Quotes from Army Senior Leaders**

“Right now, 83% of the young men and women coming into the Army are coming from military families,” he said. “However, only 23% of Americans are qualified to serve. We are not going to lower standards. Quality is more important than quantity.” Gen. James McConville, Former Chief of Staff of the Army.

“Recruiting is one of the most important missions in the Army, and these changes reflect that importance,” added Randy George., Army Chief of Staff. Both Wormuth and George said the Army also needs to better convey to young Americans the value of service and the opportunities the Army presents.

“This is a big, total-team effort, and we will succeed at this,” TRADOC Commanding General Gary Brito said. “But, in order to deliver that Army of 2030 and get ready for 2040, we will continue to be innovative in our talent management approaches, and we will turn this recruiting challenge into an opportunity.”



## *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 market, 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/Solider/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**

**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](#)

# AUSAR

ASSOCIATION

**UNITED STATES ARMY  
RECRUITING**

### Welcome to Our Members

- |                      |                 |                   |
|----------------------|-----------------|-------------------|
| Stan Allard          | Fernando Lebron |                   |
| Thomas Brooks        | James Lowry     | Gregory Smith     |
| Deborah Brown        | Robert Martin   | Richard Spyrison  |
| Robert Bullen        | Garland Moore   | Anthony Stoneburg |
| Andrew Burgess       | Julio Morales   | Kenneth Strickler |
| Wilfredo Castro      | David Morris    |                   |
| Davis "Buddy" Daniel | Tiffany O'Neal  |                   |
| Danny Delgado        | Diane Potts     |                   |
| Margaret Delgado     | Eddie Quimby    |                   |
| Gary Hellums         | Michael Schwab  |                   |
| David Iwata          |                 |                   |
| Hank Lafferty        |                 |                   |

"We are in a war for talent, and when I think about the Army, it is people — every Soldier, every family member, every Department of the Army civilian, and every Soldier for life matters," said Gen. James McConville, Former Chief of Staff of the Army. "We have opportunities to offer men and women unlike any other place. We want to make sure that we're taking advantage of the talent we have in the military."

WHERE TO FIND US:

AUSAR Facebook Page

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



Questions? Click the link  
below.

[INFO@ARMYRECRUITING  
VETERANS.COM](mailto:INFO@ARMYRECRUITING.VETERANS.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.

Association of US Army Recruiting  
9445 Clubland's Drive  
Johns Creek, GA 30022

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