



# ASSOCIATION OF US ARMY RECRUITING

JUNE 2024

ISSUE 2



Happy 249th Birthday to the United States Army!

<https://www.dvidshub.net/video/927480/army-birthday-video-with-senior-leaders>

"Since 1775 U.S. Army soldiers have answered the call to service standing alongside one another to support and defend our Constitution, country and the American people," said Sergeant Major of the Army Michael Weimer. "This we'll defend."

In honor of the Army's birthday, join our team at AUSAR today. You can help our Nation and our recruiting force. They need YOU! We need YOU!

## Meet Our Board President, CSM (Retired)

### Mike Turner



One of the founders of the association, CSM (R) Mike Turner currently serves as the President of AUSAR.

Prior to his Army retirement, Mike served as the Command Sergeant Major, 3<sup>rd</sup> Recruiting Brigade from 1998-2000, Command Sergeant Major Pittsburgh and Portland Battalions, First Sergeant in Colorado Springs, CO, Brigade

Master Trainer, Battalions Operations, Guidance Counselor, and several Station Commander assignments.

After his Army retirement, Mike served as the Director of Cy-lume Technologies, and Director of Eye Safety Systems, Inc. from 2000-2023.

Mike has a wonderful family and enjoys serving his community and helping Veterans.

### BOARD MEMBERS:

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

### Upcoming Events:

September 28, 2024: All Members Zoom Meeting

November 8-10, 2024: Annual Conference, San Antonio, TX

### INSIDE THIS ISSUE:

<i>Recruiting Updates/News</i>	2
<i>Recruiting Transformation</i>	2
<i>AUSAR Membership</i>	2
<i>Member's Corner</i>	3
<i>New Members</i>	3
<i>AUSAR Mission</i>	4
<i>AUSAR Contact Info</i>	4

**Call to Action**

**Recent Blog  
from Board  
Member Miguel  
(Mike) Ramos**

*"BE ALL YOU  
CAN BE"*

American men  
shunning army  
media article  
//Big News Network  
[HTTPS://  
WWW.BIGNEWSNE  
TWORK.COM/  
NEWS/2744140  
25/AMERICAN-  
MEN-SHUNNING-  
ARMY-MEDIA](https://www.bignewsnetwork.com/2025/american-men-shunning-army-media-article)

**Former US Army Recruiters: Bridging the Gap to Enlistment Success**

In the realm of military service, recruitment stands as the first step toward a journey of honor, commitment, and service to one's nation. It's a pivotal role that requires skill, dedication, and a deep understanding of the individuals who choose to take up the call of duty. The Association of United States Army Recruiting (AUSAR) was formed by former US Army Recruiters and other dedicated servicemembers stepping up to

assist current recruiters in achieving their enlistment goals, creating a powerful synergy that benefits both the military and current Soldiers on recruiting duty alike. AUSAR's strength lies in the wealth of experience and insight garnered from their time in the service. Having once stood in the shoes of those they now seek to recruit, they possess a unique perspective that

current recruiters find invaluable. Their understanding of the challenges, motivations, and aspirations of potential recruits allows them to connect on a level that goes beyond mere salesmanship. As a former USAREC Soldier – and current Soldier on recruiting duty – come join the team; together we can gain victory!

**Army Recruiting Transformation Initiative Update**

**USAREC Warrant Officer Program.**

On May 20, 2024, the U.S. Army Recruiting and Retention College welcomed the first ever 420T class to the RRC. These are historic times! We know their expertise, professionalism, and leadership will help drive the recruiting mission forward. You can watch the video of day 1 at the link below:

<https://fb.watch/sNZG8wl1Ot/>



**USAREC News: PaYS Program (Scan the QR Code to learn more)**

**Attention Soldiers and Army Veterans!**  
Exciting news: The U.S. Army Partnership for Your Success (PaYS) Program LIVE is now accessible to all of you! Find your next career opportunity with ease through our nationwide job search app. Get

exclusive access to job vacancies with PaYS partners. Your next adventure awaits! Scan the QR code to register and search our list of 1,200+ partners!





## 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](#)

Send us your questions or suggestions. We want to hear from you.



## Welcome to Our New Members (March - June)

David Whiteside

Daryl Long Sr

Charles Young Jr

Chelsie Burton-Sutherland

Paul Harms

Shaun Glaze

Raul Perez Rodriguez

Austin Spinks

Peter Mahmood

April Beard

David M Gregory

Angel Cruz

Dung Danh

Teresa Triplett

Denise Puskar

Thomas Tiernan

Robby Height

Julius Fogle

Todd Crofoot

William Harger

Nick Busse

Mark Burns

Anika Anderson-Hack

Robert Wade

Patrick Hassler

Danny Basham

Martin Wells

John Mikelson

Timmy Coleman

Andrew Burgess

## Member's Corner

### June Spotlight - SFC @ Fernando LeBron

Fernando lives in Margate, Florida. He currently works for Allied Universal Security Services, and as a Project Manager for Memorial Health Systems. Fernando retired from the Army with his last recruiting assignment at the Milwaukee Recruiting Bn.



Fernando attended the AUSAR Conference in October 2023 and is a strong supporter of our association. Fernando is active in his community and helps the Army recruiting offices every chance he gets.

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

**WHERE TO FIND US:**

AUSAR Facebook Page

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



Questions or Suggestions?  
Click the link below.

[INFO@ARMYRECRUITING  
VETERANS.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 USAR-EC, 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.