



# ASSOCIATION OF US ARMY RECRUITING

JANUARY 2025

ISSUE 4

Happy New Year to our Recruiting Family and Friends! We look forward to a wonderful 2025 working with all of you. Let's make this year memorable.

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

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

**When:** February 28-March 2, 2025

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

**How:** Register on the AUSAR Website at [www.ausar.org](http://www.ausar.org) [2nd Annual National Conference](#) before January 31, 2025. Early registration prioritized.

**See Page 5 of the newsletter for event details**

## BOARD MEMBERS:

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

## Upcoming Events:

February 28—March 2, 2025: Annual Conference, San Antonio, TX

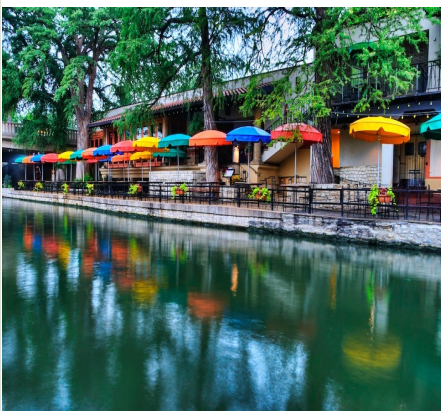
Registration Link:

[2nd Annual National Conference](#)

If Registration is Closed or Full, contact AUSAR at

[www.ausar.org](http://www.ausar.org) or

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



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

## Inside this Issue:

*Blog Corner/Recruiting News* 2

*Army Outreach & 250th Birthday* 2

*AUSAR Membership* 3

*Member's Corner* 3

*Sponsorship Corner* 4

*Conference Registration* 5

*AUSAR Contact Info* 6

## AUSAR: A Legacy of Strength and Leadership

### 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:

[Commanding general  
of Army Recruiting  
receives third star >  
U.S. ARMY RECRUIT-  
ING COMMAND > U.S.  
Army Recruiting News](#)

[Why The Army Is  
Changing How Drill  
Sergeants Are Trained  
| Boot Camp | Busi-  
ness Insider](#)

[Top 32 Recruiters  
recognized at Wash-  
ington ceremony >  
U.S. ARMY RECRUIT-  
ING COMMAND > U.S.  
Army Recruiting News](#)

[First cohort of talent  
acquisition techni-  
cians graduate, ready  
to hit the ground run-  
ning > U.S. ARMY RE-  
CRUITING COMMAND](#)

As former US Army Recruiters, AUSAR members are committed to playing a vital role in supporting current recruiters and ensuring the continued success of military enlistment efforts. Through mentorship, guidance, relationship-building, and inspiration, we have the ability to contribute to the recruitment process in ways that go far beyond mere numbers. Just as important, it is our desire and drive to assist those transitioning once the time has come to leave the ranks and begin anew after retirement. Without a doubt, the sense of pride and

fulfillment that comes from serving one's country is unmatched by any other profession, and perhaps because it is more than a profession - it is a calling. As a retired Soldier, the overwhelming sense of gratitude when assisting those entering this "other world" is unmatched. Our legacy of service can live on through the countless individuals we can help guide along the path to fulfilling their own call of duty - both while on active duty, and after - when the decision to retire has come into view.

Together, we can forge a stronger, more resilient military force for the future, while creating pathways and providing mentorship and assistance to the next chapter in a Soldier's life. Whether it is helping the current recruiting force, or the exiting warrior, come join the team and help with continuing our legacy of ***Providing the Strength and Leading by Example!***

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

September 10, 2024

## Army Outreach: The Army is Reaching Out to Local Communities Leading Up to Its 250th Birthday

In 2025, the U.S. Army will proudly commemorate 250 years of distinguished service to our nation, tracing its legacy from June 14, 1775, to the present. The central theme for the birthday and related events "This We'll Defend" highlights the Army's purpose of fighting and winning our nation's wars. It also underscores the Army's commitment to defending our nation's values, security, and people.

Read the entire article by clicking the link below.

[Attracting top talent and building relationships | Article | The United States Army](#)

Start planning now for the Army's 250th birthday. You can partner with a local recruiting station, battalion, brigade, or reserve unit near you. How about sharing your Army story in high schools, colleges, trade schools, where you work, to your own family, or in the business community. It is important to be heard—share not only YOUR Army Story but also The Army Story.

Join one of our committees and help grow the Association. We need your help. More importantly, the recruiting non-commissioned officers need your help. Be part of the change.



## 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 to-

day'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 TODAY](#)

## Welcome to Our New Members (Oct-Dec)

Sean Lyden  
Nicollette Pacheco  
James Brandt  
Zachry Walters  
Dontay Glover  
John Ottley Jr.  
Charles Riddervold  
Michael Schwab  
John Davis  
Billy Rae Singpracha



## Member's Corner

### *January Spotlight - Antoine LeBlanc and Matthew Martie*

*Antoine LeBlanc and Matthew Martie are members of our Association, recent retirees, and head our new Social Media and Communications Committee. They both served with distinction in USAREC as First Sergeants, as OPS NCOs at BDE HQs and at USAREC HQs prior to retiring. Antoine has a wonderful wife and children and is leading our social media campaign and website management. Matthew has an amazing wife and children, coaches his son's baseball team, and helps with the Association's social media campaign.*

*Both of these amazing volunteers truly care about our profession, our non-commissioned officers, and serving our communities. They are the epitome of Selfless Service. Antoine and Matthew are also the first two committee members of the Association. We look to grow our committees during 2025. So, Come Join Antoine and Matthew and sign up for a Committee today.*



**"Be All You Can Be"**



## Sponsor's Corner:

Welcome to our newest sponsor, USAA.

USAA is now a Presenting Sponsor for the 2025 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 products, 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 March 2025***

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 February 28—March 2, 2025 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 Country to good work. THEY Need US, AUSAR Needs YOU!

### **Critical Milestones to Reach by February 28, 2025:**

- 1,000 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.**

Registration Link:

[2nd Annual National Conference](#)

If Registration is Closed or Full,  
contact AUSAR at [www.ausar.org](http://www.ausar.org)  
or [Info@armyrecruitingveterans.com](mailto:Info@armyrecruitingveterans.com).



The Board of Directors  
of the  
**ASSOCIATION OF UNITED STATES ARMY RECRUITING**  
Along with the Presenting Sponsor  
**USAA**

Cordially invites you to our  
**2ND ANNUAL NATIONAL CONFERENCE**

February 28 - March 2, 2025

Hilton Palacio Del Rio  
200 South Alamo  
San Antonio, Texas 78205

**Friday, February 28th**  
Welcome Reception – 6-8:30pm

**Saturday, March 1st**  
Breakfast Buffet – 7:30-8:30am  
Formal Kickoff – 8:30-10:15am  
Leaders & Speakers – 10:30am-12:00pm  
Lunch Buffet – 12:00-1:30pm  
Discussions – 1:30-3:00pm  
Personal Time for Alamo Tour or Riverwalk – 3:00-5:00pm  
Hosted Reception & Dinner – 6:00-8:00pm

**Sunday, March 2nd**  
Breakfast Buffet – 7:30-8:30am  
Round Table Discussions – 8:30-11:30am  
Closing

R.S.V.P. by January 31, 2025 at [www.ausar.org](http://www.ausar.org)

**LET'S STRENGTHEN OUR ARMY TOGETHER!**

### Where to Find US:

AUSAR Facebook  
Page

AUSAR Official  
Website [https://  
ausar.org](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.