



DEPARTMENT OF THE ARMY
INSTALLATION MANAGEMENT COMMAND PACIFIC
HEADQUARTERS, UNITED STATES ARMY GARRISON DAEGU
UNIT #15746
APO AP 96218-5746

24 SEP 2021

AMIM-DAG-ZA (1b)

MEMORANDUM FOR ALL PERSONNEL ASSIGNED TO UNITED STATES ARMY
GARRISON (USAG) DAEGU AND AREA IV

SUBJECT: United States Army Garrison (USAG) Daegu Policy Letter #21-55, Personal
Commercial Solicitation

1. References:

- a. AR 210-7, Personal Commercial Solicitation on Army Installations, 11 May 2021.
- b. PAM 420-1-1, Housing Management, 12 February 2008.
- c. AR 215-1, Military Morale, Welfare, and Recreation Programs and Nonappropriated Fund Instrumentalities, 24 September 2010.
- d. AR 215-8, Army and Air Force Exchange Service Operations, 5 October 2012.
- e. DoD 5500.7-R, Joint Ethics Regulation (JER), 30 August 1993.
- f. DoDI 1344.07, Personal Commercial Solicitation on DoD Installations, 30 March 2006.
- g. DoD 4525.6-M, Department Of Defense Postal Manual, 15 August 2002.

2. Purpose: This policy establishes procedures for the conduct of commercial solicitation and private business transactions, to include sale of goods, products, services and commodities on USAG Daegu, Area IV.

3. Applicability: This policy applies to all DoD personnel, family members, and agencies on or off-post seeking to solicit products, goods, services or commodities on USAG Daegu/Area IV. This does not apply to:

- a. Commercial companies providing services under contract in USAG Daegu/Area IV when authorized by the Commander.
- b. An individual who sells their own personal property or privately owned dwelling (i.e. home appliances or goods).

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c. Approved Private Organizations (POs) which are not permitted to engage in commercial solicitation.

4. Commercial Solicitation (private business): Individuals or agencies seeking to conduct commercial solicitation in USAG Daegu/Area IV, to include government housing areas must submit a written request to NAF Support Division, Directorate of Family and Morale, Welfare and Recreation (FMWR) to conduct such activities. The request must briefly include the following:

a. Description of products, goods, services, or commodities to be sold, to include the individual or agency name, address, phone number, and e-mail.

b. Documentation of registration or licenses, if applicable.

c. General description of fees, or charges for goods, or services to render.

5. Personal Solicitation of goods or services include, but not limited to:

a. Independent Consultants (i.e. pampered chef, cosmetics, Tupperware etc.).

b. Individuals offering private lessons (i.e. guitar, self defense, dance, English etc.).

c. Individuals selling goods or services (i.e. entertainment services, custom made items, etc.).

d. Mutual fund and insurance agents.

6. Responsibilities:

a. The Commander or his/her designee will approve or deny commercial solicitation permits.

b. The USAG Daegu/Area IV Solicitation Officer Coordinator (SOC), Director of FMWR, will exercise supervision over the control of commercial solicitation and selling on the installation to include:

(1) Examining credentials/applications of individuals desiring to conduct commercial solicitation/selling and determining eligibility for permits.

(2) Requesting the Commander or designee's approval for permits and issue permits to eligible applicants. Permits will be valid for one year and it is the responsibility of the permit holder to renew permits before the expiration date.

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(3) Maintain a list of sellers/agents/companies with approved permits.

7. Solicitation Practices: Prohibited solicitation practices include, but are not limited to:

- a. Door-to-door solicitation or selling.
- b. Solicitation in restricted areas.
- c. Solicitation of "mass" group or "captive" audiences.
- d. Making appointments with or soliciting of military personnel who are in an "on duty status."
- e. Use of official identification cards by retired or reserve members of the Armed Forces to gain access to military installations for the purpose of soliciting.
- f. Offering of false, unfair, improper, or deceptive inducements to purchase or trade.
- g. Offering rebates to promote transaction or to eliminate competition (credit union interest funds to borrowers are not considered a prohibited rebate).
- h. Use of any manipulative, deceptive, fraudulent device, scheme, or artifice, including misleading advertising and sales literature.
- i. Any oral or written representations which suggest or give the appearance that the Department of the Army (DA) or DoD sponsors or endorses the company or its agents, or the goods, services, and commodities offered for sale.
- j. Solicitation by a DoD employee of another DoD employee who is junior in rank, grade, position, or of the family members of such junior personnel within their chain-of-command, at any time, on or off the military installation.
- k. Assignment of desk space for interviews, except for specific, and prearranged appointments. During appointments, the agent must not display signs announcing the name of the company or product affiliation.
- l. Use of the "Weekly Bulletin" or any other notice, official or unofficial, announcing the presence of an agent and his/her availability.
- m. Wearing of nametags that include the name of the company or product that the agent represents.

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n. Offering of financial benefit or other valuable or desirable favors to military or civilian personnel to help or encourage sales transactions. This does not include advertising material for prospective purchasers (i.e. pens, pencils, wallets, and notebooks, items normally with a value of \$1 or less).

o. Use of any portion of installation facilities to include quarters, as a show room or store for sale of goods or services, except as specifically authorized by regulation governing the operations of exchanges, commissaries, Non-appropriated fund instrumentalities, and private organizations. This is not intended to preclude normal authorized home enterprises.

p. Flyers, bulletins, pamphlets citing addresses, or telephone numbers of commercial sales activities conducted on the installation.

q. Soliciting without an appointment in areas used for housing or processing transient personnel, or soliciting in barracks areas used as quarters.

r. Distribution of literature other than to the person being interviewed.

8. Business Enterprises in Government Quarters: Private business in government quarters is authorized under limited circumstances. Government housing will not be altered to accommodate private business endeavors unless authorized by the Commander. The following are prohibited:

a. Use of any portion of quarters as a showroom or store for the sale of goods.

b. Competing with officially sanctioned commerce (i.e. AAFES, FMWR).

c. Sale of commercial items such as Tupperware, Avon, The Pampered Chef, and Mary Kay cosmetics etc.

d. Purchasing of goods at the Post Exchange or the Commissary in connection with private business.

e. Use of the Intra-theater Delivery Service (IDS) (Military Postal System) for the transportation of goods for sale or resale (this does not include equipment or materials for use in craft hobby).

9. Commercial Advertisement: Advertising is prohibited IAW AR 210-7, with the exception of private organizations in paragraph 3 of this policy. Facility managers are to ensure that commercial solicitation advertisement does not occur at their establishments. This prohibition applies to:

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a. The placement of flyers or posters at USAG Daegu/Area IV for the purpose of solicitation.

b. Hanging of banners.

c. Distributing product or service literature (i.e. public places, on Privately Owned Vehicle's).

10. The proponent for this Policy Letter is the NAF Support Manager, Julie A. Kircher at DSN: 763-5940 or email: Julie.a.kircher.naf@mail.mil.

A handwritten signature in black ink, appearing to read 'B. Schoellhorn', with a long horizontal flourish extending to the right.

BRIAN P. SCHOELLHORN
COL, AR
Commanding