



# **WARRIOR SPIRIT**

## THE JRTC & FORT POLK GUARDIAN

Vol. 46, No. 52

Home of Heroes @ Fort Polk, LA

Dec. 27, 2019



#### **Happy New Year!**

The Joint Readiness Training Center and Fort Polk command new year as 2020 begins. If you're out celebrating on New Year's team wishes the Fort Polk community a happy and prosperous eve, choose a designated driver.

# Viewpoint

#### In our view

Guardian staff asked Fort Polk community members, "What's on your reading list for 2020 and why?"

Here are their responses:

Staff Sgt. Seth Wagner: "The Magnolia Story, by Chip and Joanna Gaines. I read Capital Gains and his leadership and business model have influenced me personally as a leader."





Alex Rivera: Mindset, by Carol S.
Dweck, PhD. I'm a children's book author. I like to read books about child psychology. I wrote the book I Did Not Get First Place, about how not winning isn't failure, but a learning experience."

Sgt. Franck
Turenne: "30 Days
To a More Powerful
Memory because I
want to be more
disciplined. As a
paramedic, I'm constantly learning and
I want to improve
my memory in order to retain the information."





Tai McIntyre: "The Everything World's Religions Book by Kenneth Shouler, PhD. I want to learn more about different religions so I can have educated conversations with others about the subject."

Command Sgt.
Maj. Caleb Baugh:
"Behind the Colors
by Scott Schroeder
because it's a leadership book that
covers different levels of training leaders should have and
we should always
seek to improve ourselves."





Amelia Connor:
"The Goldfinch, by
Donna Tartt because
it has come highly
recommended by
friends whose opinions I value. The
movie came out this
year and I want to
read the book before
I see it."

Sgt. Joellyn Aetonu: "I love to read. I like to walk around the bookstore to decide each book I choose. I pick books based on cover art and the synopsis on the back."





Bobbi Parks: "The Center for Creative Leadership Handbook of Coaching in Organizations. This will allow me to better understand the requirements of garrisons, leadership and employee needs."



### Guardian

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## Wild Boars spread holiday cheer at elementary school

By Sgt. ASHLEY MORRIS

3rd BCT, 10th Mtn Div PAO NCO

DERIDDER, La. — Soldiers from 2nd Battalion, 30th Infantry Regiment, 3rd Brigade Combat Team, 10th Mountain Division presented Christmas presents to students at K.R. Hanchey Elementary School in DeRidder Dec. 19.

First Lt. Juaquin Muna, a platoon leader assigned to Delta Company, coordinated the event in which Wild Boar Soldiers across the battalion collected presents for 36 students.

"Last year we did this for students at Many Elementary, so this year we wanted to keep the tradition going," Muna said. "We reached out to the principal at K.R. Hanchey and she helped us identify students who were in need."

Muna enlisted the help of rear detachment Soldiers to collect donations for purchasing gifts. A limit was set for each student to ensure that the holiday cheer was distributed evenly.

"We were so excited when we received the call," said Teresa Parmley, K.R. Hanchey principal. "Our parents were crying tears of joy when we called them. They were very grateful for the generosity of these Soldiers."

Please see **Boars**, page 5



First Lt. Juaquin Muna, HHC, 2-30 Inf, 3rd BCT, 10th Mtn Div, hands a present to a student at K.R. Hanchey Elementary School in DeRidder Dec. 19.



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# Army news

## New marketing job lets officers steward Army brand

By THOMAS BRADING

Army News Service

WASHINGTON — Starting early next year, officers looking for a new calling may discover one as marketers. The Army's latest functional area began selecting eligible Soldiers recently and the application process will run through Jan. 19.

"The creation of FA 58 (Army marketing) allows the service to acquire, develop, employ and retain the marketing talent needed to deliver a cutting-edge marketing capability commensurate with one of the nation's largest brands — the U.S. Army," said Dr. E. Casey Wardynski, assistant secretary of the Army for Manpower and Reserve Affairs.

Eligible officers are required to have prior experience in a basic branch, along with marketing knowledge and experience. The Army plans to select 100 officers for FA 58 in the next five to six years, said Maj. Aaron Stark, FA 58 program manager.

Positions are available for officers from captain to colonel with the requisite skills and/or educational background, regardless of basic branch or current functional area.

Soldiers must exhibit a history of excellence during their initial service years, Stark said, and have either private-sector experience in marketing or an MBA or marketing-related graduate degree from a top-tier program that demonstrates a similar academic foundation.

"(The requirements) help officers turn strategic concepts into effective messaging that communicates the Army brand and the value proposition of Army service," he said.

"The creation of FA 58 (Army marketing) allows the service to acquire, develop, employ and retain the marketing talent needed to deliver a cutting-edge marketing capability commensurate with one of the nation's largest brands — the U.S. Army."

**Dr. E. CASEY WARDYNSKI** Assistant secretary of the Army, Manpower and Reserve Affairs

Once selected, officers will learn the marketing trade with military and industry partners.

Marketing officers will then go on to serve in leadership positions on projects at Army Enterprise Marketing, in Chicago, Illinois, or in support of various accessions-related commands.

In addition to being a first-rate officer, Stark said, interested candidates must also demon-



Staff Sgt. Justin Zorn, recruiter, Tempe Recruiting Company, engages a potential lead, prior to Arizona State University's Salute to Service college football game between ASU and the University of Southern California, Nov. 9, Sun Devil Stadium, Tempe, Ariz.

strate a comprehensive understanding of Army operations and the value proposition of Army service. This includes — but is not limited to — understanding the benefits, hardships, realities and unique experiences that are rooted in being a Soldier, he said.

Ideal marketing officers "imagine solutions beyond unconventional ways of thinking," he said, and must be visually creative, unafraid to be imaginative, and not be bound by templates or tradition.

Young marketing officers — selected as a senior captain to junior major — will generally start at the Army's marketing headquarters in Chicago, Illinois. It's there they will work as an apprentice on a marketing engagement team and learn the ropes, according to a news release.

After that, various options are available. Officers may move to a regional office supporting the U.S. Army Recruiting Command, U.S. Army Cadet Command or the United States Military Academy at West Point, New York

As a regional associate, Soldiers will take on local challenges tailored to their specific market, Stark said. Then, as they progress as marketing officers, and the career field expands, more career options will, too.

Soldiers will learn and specialize in multiple marketing roles, Stark said, and work holistically with cross-functional marketing teams to solve various challenges.

Typical projects start with officers working shoulder-to-shoulder with industry partners to develop strategies and manage the Army brand. This cross-functional job identifies and classifies market segments.

Once a new strategy is developed, it turns into a marketing campaign and moves on to include creative content. After the campaign content is ready, marketing officers then identify the best medium for it.

After the best channels are identified based on local considerations, the content is delivered. Finally, the marketing team will analyze data after it's delivered, and inform leaders of future changes to the strategy.

"The unique experiences of both Soldiers and

"The unique experiences of both Soldiers and marketing experts will ensure FA 58 officers possess an integral understanding of Army operations and the value proposition of service in order to create, analyze and lead Army marketing strategy and execution," Wardynski said.

Eligible Soldiers looking for a change to reclassify into FA 58 should contact FA58ArmyMarketing@westpoint.edu or get more information through the Army's MILPER postings website at www.hrc.army.mil/milper.

#### **Sobriety checks**

FORT POLK, La. — Fort Polk's Directorate of Emergency Services Police will conduct multiple DWI/sobriety checkpoints at various times and locations over the New Year's holiday. The purpose of sobriety checkpoints is to deter drivers from operating motor vehicles while impaired and ensure the safety of installation residents.

## **Boars**

Continued from page 3

Wild Boar Soldiers from 2nd Battalion, 30th Infantry Regiment, prepare to distribute Christmas presents to students at K.R. Hanchey Elementary School Dec. 19.

This is the first year that a group of Soldiers reached out to Parmley to coordinate this type of event since she has been the principal at K.R. Hanchey.

Staff and teachers at the school reached out to parents to see who could use some assistance this year

in ensuring their children had a memorable Christmas.

"This time of the year can be very stressful on parents," Muna said. "All it takes is a phone call and a little coordination with a local school in your community to help spread holiday cheer."



## Aretz pursues passion

#### By Capt. DAVID FORRESTER

2-4 Inf Reg

FORT POLK, La. — Sgt. John Aretz, Headquarters and Headquarters Company, 2nd Battalion, 4th Infantry Regiment, 3rd Brigade Combat Team, 10th Mountain Division, competed in his first classic physique competition Sept. 28 and finished in second place in the novice class as well as second place in the open class.

The novice class is for first time amateur competitors and the open class is for everyone, regardless of professional status. Aretz had planned on competing after the 2018 Iraq deployment with 2-4 Infantry, however, due to the mission and high operational tempo there was never really a good time to make an attempt.

But Artez said he caught a break with this competition.

"Luckily, I was tasked as the Clinic NCOIC for 2-4 Inf Reg and was left on rear detachment for the Southwest Border Mission allowing me to focus on training and nutrition with my coach," he said.

Aretz was coached by central Louisiana physique coach Dusty Hayman who has been competing and coaching for more than 20 years. Aretz had glowing reviews for his coach.

"Dusty really helped me reach my full potential, and is military friendly," he said. "That allowed me Aretz

to train hard and not focus on the financial aspect of hiring a top tier coach."

Aretz plans on competing again in May where he hopes to qualify for his national physique committee card which will ultimately allow him to compete for an International Federation of Bodybuilders pro card. Aretz is unsure if he will continue his service in the Army, however, he said if he re-enlists, he plans to become an 18D, special operations medic. Aretz is working towards becoming a physical therapy assistant at Houston Community College and will be getting married to his fiancé, Shelby David, in 2020.

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