

# ARMY FLYER

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PHOTO BY SENIOR MASTER SGT. SHANNON NIELSEN

Minnesota National Guard members with the 2-221st GSAB provide CH-47 Chinook aerial support on the second Operation Hay Drop March 23. They supported a farmer from Columbus, Neb., who was stranded by the flood and unable to reach hay to feed his cattle and horses. The Chinook was loaded with three bales of hay that provided a total of nine round bales of hay.

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PHOTO BY JIM HUGHES  
Sgt. Ted E. Bear's new look features the handprints of Fort Rucker youth.

# Child Abuse Prevention Month

## *Post seeks to raise awareness of prevention efforts*

By Jim Hughes

*Fort Rucker Public Affairs*

Fort Rucker children helped the post kick off its month-long observance of National Child Abuse Prevention Month by giving Sgt. Ted E. Bear a new paint job April 1.

And while the children seemed to enjoy giving the post mascot a makeover, the cause they were helping raise awareness for is a sobering one when one absorbs the facts America faces when it comes to the mistreatment of many of its children, according to Joy McCormick, Army Community Service New Parent Support Program social worker.

Among those facts are that almost five children a day die because abuse and almost 700,000 children are victims annually, according to the U.S. Department of Health and Human Services Child Maltreatment Report of 2017 available at <https://www.acf.hhs.gov/sites/default/files/cb/cm2017.pdf>.

Throughout April the post will host various activities in an effort to remind everyone stay alert, and if they see anything suspicious or any indicators of abuse to report it, McCormick said. "It is not their responsibility to investigate, and it is not their responsibility to jump in and save the family – their responsibility is to report it and let the agency in charge do the investigating look into the situation and take care of it."

To report suspected abuse on post, call 255-2222; in Coffee County, call 334-348-2000; in Dale County, call 334-445-4900; and in Houston County, call 334-677-0400.

For more on Child Abuse Prevention Month, including signs of abuse and neglect, visit <https://www.childwelfare.gov/topics/preventing/>.



PHOTO BY DAVID AGAN

**Fort Rucker Elementary School students perform at the Fort Rucker Child Abuse Prevention Month proclamation signing April 2 at Bldg. 5700.**

The following are upcoming events for Child Abuse Prevention Month.

### **FAMILY GAME NIGHT**

The ACS NPSP is partnering with Fort Rucker Youth Services to host a Family Game Night April 5 from 5-7 p.m. at the Fort Rucker Youth Center. The evening will host games for all ages. Each family participating will receive a new board game. For more details and to register, call 255-3898.

### **WEAR BLUE DAY**

The color blue is nationally recognized for Child Abuse Prevention Month. Everyone is encouraged to show their support of Child Abuse Prevention Month by wearing blue every Friday throughout April. For more information, call 255-3898.

### **INFANT MASSAGE CLASS**

ACS is offering a free infant massage class Tuesdays in April from 9:30-11:30 a.m. at The Commons. Beyond the joy of spending quality time bonding with a new baby, infant massage has been shown to provide many benefits to babies, their parents and to the rest of the family, according to NPSP officials. Expecting parents are also welcome to attend. The class is recommended for parents

of children ages birth to pre-crawling. Registration is limited to 10 participants. Deadline to register is April 5.

For more information or to register, call 255-3359 or 255-9805.

### **STROLLER PARADE**

NPSP will host a stroller parade during the Fort Rucker Fun Run and Resiliency Fair April 13 at 8 a.m. People are invited to decorate their strollers before participating in the 5k. Trophies will be awarded to the three most creative strollers and ribbons will be given to the first 100 children who participate in the fun run.

### **THE GREATEST GIFT**

Children require a lot of supervision and care, which demands a lot of their caregivers. Those caregivers are invited to join NPSP for its class, The Greatest Gift: Taking Care of Yourself, April 18 at 10 a.m. at the Center Library, and May 16 at 10 a.m. at The Commons, Bldg. 8950. The class teaches people to care for themselves while still caring for their families. Pre-registration is required the Friday before each class.

For more information, call 255-9647 or 255-3359.

# HELPING HAND

## *ACS program ready to help new parents handle challenges*

**By Jim Hughes**  
*Fort Rucker Public Affairs*

Becoming a parent for the first time can be an intimidating prospect for many people, but the Army Community Service New Parent Support Program on post stands at the ready to lend a helping hand.

That helping hand can provide information, classes, playgroups, networking opportunities with people in the same boat, freebies and goody bags, and a staff ready to listen to any concerns and who cares, according Joy McCormick, NPSP home visitor and licensed social worker.

"We have a great program," she said, adding that the program is designed to help expecting parents from pregnancy all the way up to children turning 3. "We laugh all the time because my children are adults, and I start looking at it and I think, boy, I did everything wrong – it's amazing my babies are still alive."

She said one of the top draws of the program is the support of having "somebody to talk to that doesn't think you're crazy when you start asking questions. We are parents, we've done that – we're willing to listen to what's going with new parents and try to understand the situation they're in. We will also be there to provide them someone to talk to. Sometimes you don't even know what to ask, but it's nice to have someone listen to you, and let you talk and laugh about what's going on."

And sometimes it's a pat on the back that makes a huge impact, according to Linda

Reed, NPSP home visitor and social worker. "A lot of time it's that reassurance that you are a good parent and doing a great job, because they don't get told that enough – you're a great mom or you're a great dad! I think they need to hear that sometimes – being a parent is a very tough job."

The informational side of the program includes, well, just about everything new moms and dads need to know, McCormick said. The program provides numerous reading materials, follows a tailorable curriculum developed by Florida State University that has been adopted by numerous bases throughout the U.S., and offers referrals and information to off-post programs that help new parents and young children.

As for classes, the program regularly offers classes in proper installation and use of car safety seats, infant massage, baby sign language, learning through music and nutrition, she said. "It's a wide gamut that covers pretty much everything that impacts a child from birth to age 3. And outside agencies, such as Lyster Army Health Clinic, Parent to Parent and the Military Child Coalition also partner with us."

NPSP's playgroups offer an opportunity for new parents to get together, have a good time with their children and develop a network of other new parents, McCormick said.

The playgroups also provide programs and activities that enhance parent-child interactions, and stimulate child growth and development, she added.

The groups include: Mom & Me: Dad Too! for parents, and infants and children



FILE PHOTO

**Parents take part in the stroller parade in 2016. The Fort Rucker New Parent Support Program will host this year's parade at the fun run and resiliency fair April 13 at 8 a.m. at the Fort Rucker Physical Fitness Center.**

from birth to 16 months, that meets Mondays at The Commons, Bldg. 8950, from 9:30-11 a.m. with exception of holidays; and Tot Time for parents and toddlers, ages 17 months to 36 months, that meets Wednesdays at The Commons from 9:30-11 a.m. with exception of holidays.

Registration is required for the groups. For more information, call 255-9647 or 255-3359.

NPSP also includes home visits every two weeks in its services for on- or off-post residents, which are designed to help new parents and provide support, according to McCormick.

"We like to go into the home to make sure it is safe, if the environment set up in a safe manner, if the baby is sleeping in the crib correctly and there aren't things in the crib that aren't supposed to be there for safe sleeping," she said. "We want to see the children in their environment, how they are reacting, how they are doing, how things are going, and then talk and see what is going on with the family."

"We can then follow up, and provide educational sheets and explain what things mean and if this is normal development," McCormick said, adding that the staff is flexible with the timing of the visits.

The program also provides goody bags and freebies, Reed said. These include a baby bundle with various items, and also for other stages of development, as well, such as a tummy time pillow for infants at 2 months to help strengthen head and neck muscles, books to help develop language and cognitive development, items to help with teething and more.

And people can take the program with them if they PCS -- the program is transferable to most installations within the Army, so parents don't have to worry about whether they will be supported if they move, McCormick added.

To find out more about the NPSP, visit the office in Bldg. 5700, Rm. 371G or call 255-3359.

# A GRATEFUL NATION

*America recognizes its Vietnam veterans in annual observance*

**By David Vergun**  
*Army News Service*

WASHINGTON – National Vietnam War Veterans Day observances took place across the nation, including at the Vietnam Veterans Memorial in Washington, March 29.

At “The Wall,” as it’s commonly called, a number of veterans were awarded Vietnam Veteran lapel pins by Kim Joiner, the acting principal deputy assistant to the secretary of defense for public affairs, on behalf of the

Defense Department. Joiner also participated in a wreath-laying event at the memorial.

One of the veterans being honored was Duery Felton Jr., who served in the Army in Vietnam from 1966 to 1967.

He was just 19 when he got to Vietnam after being drafted. “Vietnam stole my youth,” he said, adding that he has mixed feelings about his experiences there.

He was a radio telephone operator in the 1st Infantry Division with the rank of specialist 4.

The moment that stands out most in his



PHOTO BY JIM HUGHES

**Army and Air Force Exchange Service employees honor local Vietnam War veterans with commemorative lapel pins marking the anniversary of the war during National Vietnam War Veterans Day March 29 at the Fort Rucker Post Exchange. AAFES also provided the veterans with stickers, a coin and a letter of thanks.**



PHOTO BY SGT. AMBER I. SMITH

**A wreath honors the second anniversary of National Vietnam War Veterans Day at the Vietnam War Memorial in Washington, March 29.**

mind, he said, is when his platoon was ambushed. During the ensuing firefight, he said he lost many comrades, all of whose names are inscribed on The Wall that he now stood beside.

During monsoon season in another firefight, he remembered rivulets of rainwater turned red from the blood.

Before returning home, Felton said, his leaders warned him not to wear his uniform in public because of the war protesters and the harm that might come to him. “Coming home was a culture shock,” he added.

## COMMITTED TO HEALING

Gary Tallman, executive director of VA’s Office of Public and Intergovernmental Affairs, also attended the event. He said VA is committed to helping veterans to heal and “is proud to partner with DOD for this noble mission to support communities – large and

small alike – throughout the nation to thank and honor thousands of Vietnam veterans and their families.”

During this, the second anniversary of National Vietnam War Veterans Day, VA and DOD are supporting more than 1,600 similar events in many states across the nation, he noted.

Joiner said it was a great privilege to attend the event to honor those who served during Vietnam and those who serve today.

“It’s important we recognize their sacrifices, and it’s important we keep our commitments to those who answered the call to arms,” she said.

The recognition is extended to men and women who served on active duty in the U.S. armed forces from Nov. 1, 1955 to May 15, 1975, whether in peacetime or war. Nine million Americans – about 6.4 million of them living today – served during that period.

# President awards Medal of Honor to Soldier who sacrificed it all

By Joe Lacdan  
*Army News Service*

WASHINGTON -- Travis Atkins didn't hesitate the June morning when he saw the insurgent reach for a suicide vest underneath his clothing. With his fellow Soldiers mere feet away, Atkins knew he had to act quickly before the enemy's bomb detonated.

The staff sergeant wrapped his arms and body around the insurgent to shield three Soldiers from the brunt of explosion.

"In his final moments on earth, Travis did not run," President Trump told a White House audience during Atkins' Medal of Honor ceremony today. "He shielded his men from certain death."

Those three Soldiers Atkins saved -- then-Pfc. Michael Kistel, Spc. Travis Robertshaw and Spc. Sand Aijo sat in the audience, wearing their military dress uniforms.

Atkins' actions took place during the height of the Surge, in the midst of some of the most vicious fighting of the Iraq War.

"He was stationed in a hotbed of terror," Trump said.

June 1, 2007, Atkins and his three-man squad patrolled through Abu Samak, Iraq, in the outskirts of Baghdad, when they received a report of two suspected enemy troops attempting to cross a nearby route.

Atkins left the Humvee and approached



ARMY GRAPHIC

## Atkins

one of the men. As Atkins searched the man for weapons, the insurgent resisted, Trump said. During the struggle, the enemy reached for his vest. Atkins, quickly realizing the man wore a suicide bomb, covered and shoved the insurgent to the ground. The blast killed Atkins instantly, the president said.

"He rose to the highest calling," Trump said. "He laid down his life to save the lives of his fellow warriors."

Days before his passing, Atkins called his son, Trevor Oliver, in the United States to wish him a happy 11th birthday. It would be the final time Atkins spoke to his son. Now 22, Trevor took the podium to accept the medal on his father's behalf.

"It's something that I can't really put into words," Oliver said as he looked at an audience that included Atkins' parents, Jack and Elaine, his sister, Jennifer, and his extended family. Fifty members of his father's unit, the 10th Mountain Division, also were there.

"It's something that's surreal and I still haven't fully accepted it yet," Oliver said.

Atkins deployed to Iraq in August of 2006 with the 10th Mountain Division, his second deployment there. He previously deployed to Iraq with the 101st Airborne Division (Air Assault) during the beginning of Operation Iraqi Freedom in 2003.

After coming home from Iraq, he returned to civilian life for a while, but he soon

re-enlisted in the Army again, returning to the infantry's ranks.

"That's where he wanted to be," Trump said. "He loved everything about being with the troops."

Atkins came from a military family. His father served as a paratrooper in Vietnam. His uncle and cousin also served in the armed forces.

Nearly 12 years after his passing, the president said Atkins will join a select few in the military's history.

"Your father's courage and sacrifice will live for all time," Trump told Oliver. "And every time we see our stars and stripes waving in the sky, we will thank [him]."

# 'GREATEST ARMED RECONNAISSANCE HELICOPTER IN THE WORLD'

## Army could select new Future Attack Reconnaissance Aircraft by 2020

By Joe Lacdan

Army News Service

HUNTSVILLE – Source selection for the newest Future Attack Reconnaissance Aircraft, or FARA, is underway as the Army's Future Vertical Lift Cross-Functional Team looks to award two vendors in March 2020.

After the Army makes a selection, the two companies will present competitive prototypes followed by a "government-sponsored fly off" in 2023, said Brig. Gen. Walter Rugen, the FVL cross-functional team director. The Army will then transition the FARA into an official program of record.

"FARA is going to be the greatest armed reconnaissance helicopter in the world," said Rugen, as he discussed FVL at the Association of the U.S. Army's Global Force Symposium Wednesday.

The Army has long needed a new reconnaissance aircraft, Rugen added. Back in 2012, the Army reassigned a portion of its AH-64 Apache fleet to support heavy attack reconnaissance squadrons, as a replacement for the OH-58 Kiowa.

"This was a suboptimal solution," Rugen said. "The Apache is an attack helicopter; it is not an armed reconnaissance helicopter. [At the time,] we did it for budget considerations."

After FARA is fielded, the Army plans to replace about 50 percent of its aging AH-64 fleet, Rugen said.

"We are having to meet our current obligations and ... our aviation force is about 83 percent committed around the world on any given day," said Brig. Gen. David Francis, with Army G-3/5/7.

"We have the challenge of meeting our current requirements and upgrading our



SPC. HUBERT D. DELANY II

**An AH-64 Apache with the 12th CAB secures an area during a combined arms live-fire exercise at the Grafenwoehr Training Area, Germany, in 2018. Source selection for the Army's newest Future Attack Reconnaissance Aircraft is under way and could replace about 50 percent of the Army's aging Apache fleet.**

current fleet, all while getting ready to jump to these leap-ahead technologies that future vertical lift will provide."

### FUTURE LONG-RANGE ASSAULT AIRCRAFT

In addition to the FARA program, the Army plans to replace the UH-60 Black Hawk. In that regard, the force has made some positive strides toward development of the Future Long-Range Assault Aircraft, or FLRAA, Rugen said.

In 2016, the Army was tasked to lead the joint vertical-lift effort and conduct an anal-

ysis of alternatives, or AOA, for the FLRAA program.

Now that the AOA is complete, the FVL CFT plans to release their findings next quarter. These findings, combined with the inputs from other services, will finalize the FLRAA requirements.

Eventually, a Capability Development Document will be released, followed by a Rapid Fielding Initiative, Rugen said.

"With FLRAA, we're certainly looking at every opportunity to fully leverage the success of the [Joint Multi-Role Technology Demonstrator, or JMR-TD,]" he said.

The JMR-TD can both operate as an air vehicle demonstration platform and as a mission-systems architecture demo platform, officials said. The JMR-TD provides a way to validate up-and-coming vertical lift capabilities to fuel the FVL CFT's decision-making process.

"Again, [FLRAA] is a multi-service program that is led by the Army," he said. So, it is a bit more complex for the Army to get ... milestone decision authority. But, I think the Army is committed to seizing any opportunity that the JMR-TD has laid out for us."



# GEAUX SHAW

*Louisiana State University honors  
Fort Rucker Soldier*

**By Kelly P. Morris**  
*USAACE Public Affairs*

One of Fort Rucker's own was honored during a ceremony at Louisiana State University recognizing outstanding alumni and partners at the Cook Conference Center in Baton Rouge, Louisiana, March 14.

Lt. Col. Michael C. Shaw, currently enrolled in the AH-64E Instructor Pilot Course, was among an elite group of alumni named to the university's College of Human Sciences and Education 2019 Hall of Distinction.

The annual event "recognizes and celebrates honorees for the significant contributions they have made to (LSU) and the extended community," according to a university news release.

"Recipients exemplify the mission of (the College of Human Sciences and Education) to address complex human issues and policy decisions facing Louisiana and the nation through their gifts, talents and time," the release stated.

Shaw, who previously served as the deputy director of the U.S. Army Aviation Center of Excellence G-5 where he focused on force restructure and other major Aviation Branch initiatives, completed his post-baccalaureate education at LSU, including a master's of science and a doctorate of philosophy in human resource management and leader development.

He also previously served as an assistant



COURTESY PHOTO

**Lt. Col. Michael C. Shaw speaks at Louisiana State University where he was honored as a new member of the College of Human Sciences and Education 2019 Hall of Distinction March 14.**

**Lieutenant Colonel Shaw represents our best and brightest, and reinforces that our Soldiers are our greatest asset. The recognition honoring him as a member of LSU's College of Human Sciences and Education Hall of Distinction speaks volumes about the quality of officer and leader he is.**

*- Col. Geoffrey A. Crawford  
Director of USAACE G5*

professor of military science at LSU in the ROTC program.

Shaw's most recent assignment before returning to Fort Rucker was the integration officer for DAMO-AV, Army G-3/5/7 in Washington, D.C.

He has served in a number of command and staff positions during his career, including as an attack helicopter platoon leader and distribution platoon leader with the 2-6th Cavalry Regiment at Fort Hood, Texas, and Illesheim, Germany. He served as assistant operations officer and attack helicopter company commander in the 4-4th Aviation Regiment at Fort Hood. He also served as battalion executive officer and operations officer for 3-159th Aviation Regiment at Illesheim.

He has deployed in support of Operation Enduring Freedom, Operation Spartan Shield (Kuwait) and Operation Inherent Resolve (Iraq).

His awards include the Bronze Star Medal with two oak leaf clusters, the Meritorious Service Medal with three oak leaf clusters

and the Air Medal with Numeral 3.

According to Col. Geoffrey A. Crawford, director of the U.S. Army Aviation Center of Excellence G-5 office, the strength of the nation is found in its Soldiers.

"Lieutenant Colonel Shaw represents our best and brightest, and reinforces that our Soldiers are our greatest asset. The recognition honoring him as a member of LSU's College of Human Sciences and Education Hall of Distinction speaks volumes about the quality of officer and leader he is.

"We are very proud of Lieutenant Colonel Shaw not only for his accomplishments as a military leader and his academic success, but also for his efforts to build the relationship between our military and our academic institutions in the process," said Crawford.

Shaw said he felt humbled to be accepted into the Hall of Distinction. He credited the influences of his wife and family, friends, educators and other service members.

"The older I have become, the more apparent it is that my successes are nothing but the sums of the efforts of the exceptional people that surround me ....

"To the Soldiers, noncommissioned officers and warrant officers: Specialists Green and Binder, retired First Sergeants Smith and Hagan, Command Sergeant Major Linder, CW3 Rocky Phillips and retired CW5 Ron Niles, they have shaped me throughout my career and to this day continue to sharpen me into becoming the best officer possible," Shaw said.

He thanked university members who "challenged a Soldier to become an academic," and credited his peers who provide insight and serve as a sounding board for ideas.

Shaw's next assignment is commander of 1-14th Aviation Regiment, 110th Aviation Brigade, USAACE.

# Policy change allows Soldiers to seek voluntary alcohol-related behavioral healthcare

By Joe Lacdan

Army News Service

WASHINGTON -- With the signing of a directive by Army Secretary Mark T. Esper on March 25, U.S. Army Soldiers can voluntarily seek alcohol-related behavioral healthcare without being mandatorily enrolled in a substance abuse treatment program. This policy encourages Soldiers to take personal responsibility and seek help earlier therefore improving readiness by decreasing unnecessary enrollment and deployment limitations.

The directive's goal is for Soldiers to receive help for self-identified alcohol-related behavioral health problems before these problems result in mandatory treatment enrollment, deployment restrictions, command notification and negative career impact.

"This is a huge historical policy change that will address a long standing barrier to Soldiers engaging in alcohol-related treatment," said Jill M. Londagin, Army Substance Use Disorder Clinical Care Program director. "Alcohol is by far the most abused substance in the Army. Approximately 22 percent of Soldiers report problematic alcohol use on Post Deployment Health Reassessments."

However, less than two percent receive substance abuse treatment. This is due, in part, because historic Department of Defense and Army substance abuse treatment policies and practices discouraged Soldiers from self-referring for alcohol abuse care."

Substance Use Disorder Clinical Care providers are now co-located with Embedded Behavioral Health teams across the Army. "SUDCC providers being integrated into our EBH teams allows for more seamless, holistic, far-forward care than we have ever been able to provide in the past," said Dr. Jamie Moore, Embedded Behavioral Health

clinical director.

The directive creates two tracks for substance abuse care: voluntary and mandatory. Soldiers can self-refer for voluntary alcohol-related behavioral healthcare, which does not render them non-deployable and doesn't require command notification like the mandatory treatment track does.

Soldiers enter mandatory substance use disorder treatment if a substance use-related incident occurs, such as a driving under the influence violation. Under the voluntary care track, treatment is not tied to a punitive process and is a choice a Soldier can make before a career impacting event occurs. Soldiers in the voluntary care track may discontinue care at any time and can also choose to reenter care at any time.

The treatment process begins when a Soldier notices signs of alcohol misuse, which may include frequently drinking in excess, engaging in risky behavior, such as drunk driving, lying about the extent of one's alcohol use, memory impairment or poor decision-making. Next, the Soldier self-refers to Behavioral Health for an evaluation. The provider and the Soldier will then develop a treatment plan directed at the Soldier's goals.

The length of treatment will be based on the Soldier and his or her symptoms. HIPPA privacy laws require that Soldiers' BH treatment remains private unless they meet the command notification requirements in DoDI 6490.08, such as harm to self, harm to others, acute medical conditions interfering with duty or inpatient care.

"Only those enrolled in mandatory substance abuse treatment are considered to be in a formal treatment program," Londagin said. "Self-referrals that are seen under voluntary care are treated in the same manner as all other behavioral health care."

The previous version of the substance

abuse treatment policy, Army Regulation 600-85 (reference 1f), required all Soldiers to be formally enrolled in a substance abuse treatment program just to seek assistance, which discouraged Soldiers from seeking help early.

"The policy also limited the number of enrollments permitted during a Soldier's career, preventing the Soldier from seeking more support at a later date without risk of administrative separation," Londagin said.

"During a pilot phase, 5,892 Soldiers voluntarily received alcohol-related behavioral health care without enrollment in mandatory substance abuse treatment," said Londagin.

"This supports our efforts to provide early treatment to Soldiers prior to an alcohol-related incident and has led to a 34-percent reduction in the deployment ineligibility of Soldiers receiving care."

## SUBSTANCE ABUSE TREATMENT

### Mandatory Treatment

- Renders a Soldier non-deployable for 12 months
- Soldier has Substance Use Disorder (SUD) related to illicit drug use
- Soldier has SUD and a related incident (DUI, FAP)
- Diagnosis of a SUD that threatens safety of Soldier or others
- Soldier may not discontinue care

### Voluntary Care

- Does not render a Soldier non-deployable
- Can receive treatment without automatic CMD notification
- Early intervention prior to career impacting event
- Command disclosure managed like all other medical & BH conditions
- Soldier can discontinue care

This new track allows Soldiers to voluntarily receive alcohol-related behavioral healthcare. Like any other routine medical care, Soldiers enter care without automatic command notification and enrollment in mandated treatment.

By adding a new voluntary care track, the Army is encouraging Soldiers to proactively seek help. Early intervention can prevent career ending events (DUI, assault) and improves readiness by decreasing unnecessary enrollments and deployment limitations.

"Early intervention for alcohol-related behavioral health care increases the health and readiness of our force and provides a pathway for Soldiers to seek care without career implications," said Londagin.

# SOLDIER FOR LIFE

## *Job search advice: Marketing your most important product -- yourself*

**By Bryan Tharpe**

*Fort Rucker soldier for Life Center*

Have you bought a new car lately? If so, you may have fond memories of being bombarded by salespeople wanting to help you select a vehicle.

There's even a good possibility that you just went to look, but still ended up driving a new vehicle home. What changed your mind? Chances are good that a well-trained salesperson was a key factor in your change of heart.

There's a message here for you if you're in the job market; it's very important for you to be a well-equipped salesperson in marketing yourself for a job. The better you're trained as a salesperson for yourself, the more effective you'll be in marketing yourself to employers – even those who might be just browsing. If you think about it, you'll probably agree that you're the most important product you will ever market. Therefore, it's critical that you devise a good marketing strategy that will help guarantee success. The following tips should help you devise this strategy.

### **KNOW YOUR STRENGTHS AND WEAKNESSES**

Learn what your strong points are and be ready to expound on them. Ask several co-workers to tell you which of your traits stood out the first few times they had contact with you. Make notes. Write down the good as well as the bad things -- they are equally important in the world of marketing.

If your co-workers' perceptions are similar to your perception of yourself, then you

probably know yourself pretty well. If some negative areas were highlighted, you'll want to improve those areas before you put your product on the market. After all, no one wants to buy a faulty product. The marketing strategy you employ should include finding ways to turn your weaknesses into strengths, and then enthusiastically marketing all of your strengths.

### **KNOW YOUR SKILLS**

Every job requires a core set of skills. Trying to start a career in a new field when you have few of the required skills can be frustrating at best. Before focusing in on a particular job, research to find out what skills are required for the job: talk to people in that line of work, research the company, review definitions of similar jobs, and read job announcements.

Once you've determined the skills required for the job, do some self-evaluation. Do you at least possess most of the critical skills for the job? If so, you will probably be able to effectively market yourself for a career in that field. If not, perhaps you can gain some of the critical skills through formal training or by working for a time in an entry-level position.

And remember, computer skills are especially important in the private sector.

### **DEVELOP AND MAINTAIN A POSITIVE ATTITUDE**

Having a positive attitude, especially when those interviews are not happening at the rate you'd like, is critical to your marketing campaign. It's easy to want to give up and

tell yourself that there's no use trying anymore when all you're getting is negative feedback, or, even worse, no feedback. Realizing the job search may well take several months and that it's perfectly normal to not be selected for some jobs will help you maintain that positive attitude.

Convince yourself that getting overly discouraged and giving up is not an option when you're looking for a job. Expect setbacks, but keep searching and work especially hard to keep a positive attitude. It'll eventually pay off.

### **BECOME MORE FLEXIBLE**

Being flexible about where you're willing to live and work, as well as the work itself, will normally decrease the time it takes to get a job. If you're not tied down to a particular location or locked into one particular job, more options will be available for you to consider. After all, there are many more jobs nation-wide than in a particular area.

Furthermore, the pay for similar jobs is different in various areas of the country, so being flexible can increase your chances of getting the salary you're shooting for. Of course, there are situations that will lock some people into a particular area. If this is the case for you, just be aware that finding the job you want at the salary you want will be more of a challenge.

But, even in this situation, flexibility will help you achieve your goals.

### **DEVELOP A PERSONAL MARKETING STRATEGY**

Every new product requires a different

marketing strategy that is based on the attributes of that product. Marketing yourself is no different. Do your homework. Know the market place – what's available and what's needed.

Don't try to flood the market with another copy of the same product. Find your niche and slant your strategy toward it. After all, you're different from anyone else on the market. Try not to be too modest when you're marketing yourself, but don't over exaggerate either – sooner or later you'll have to demonstrate the qualities and skills you marketed.

After you've developed your marketing strategy, develop an implementation plan and schedule. Start early and set aside enough time, every day, to make the needed calls, network, do the research, write the letters and resumes, follow up on job leads and write the lessons learned. As with any other new task, you'll soon find that the more you do it, the more effective you become at the task.

The job search process can be exasperating, but it can also be rewarding. The possibilities are limitless. It takes putting forth the honest effort needed to get the results you want to achieve.

A big part of that effort is marketing yourself most effectively. Your SFL-TAP Center offers workshops and one-on-one counseling on various subjects related to job search.

Contact the Fort Rucker Soldier for Life Center at 255-2558 for activities that will make you a better salesperson for your most important product – yourself.





**LANDING ZONE**  
**GRILLE & BAR**

**NOVOSEL ST., BLDG. 113**  
**(334) 255-0768**

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**Hours of Operation:**

**Monday–Friday**  
**Lunch:**  
11 a.m.–2 p.m.

**Dinner:**  
5 p.m.–9 p.m.

**Closed Saturday & Sunday**

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**RAPID FIRE LUNCH SPECIALS-\$10**  
*All served with a drink*

**Served daily from 11 a.m.–2 p.m.**  
In a rush? Have to a meeting to get to? Try our Rapid Fire Special for expedited service! Ask a server for today's specials.

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If you don't have time to dine in with us, please take advantage of our pick-up orders. Just give us a call to place your order.



**RUCKER.ARMYMWR.COM**

# IF YOU SEE SOMETHING, SAY SOMETHING!

We all play a role in keeping our communities safe. Don't be afraid to say something if you see something that doesn't seem right. Stay vigilant and say something when you see signs of suspicious activity.



**TO REPORT SUSPICIOUS ACTIVITY, CALL 255-2222 OR 9-1-1**

**Breakfast served ALL DAY**  
**Saturday, Sunday and Holidays**



**DIVOTS**  
**RESTAURANT & GRILLE**

# FORT RUCKER MOVIE SCHEDULE

**FOR APRIL 4 - 21**

**Thursday, April 4**

Dumbo (PG) ..... 7 p.m.

**Friday, April 5**

Dumbo (PG) ..... 7 p.m.

**Saturday, April 6**

Alita: Battle Angel (PG-13) ..... 4 p.m.

Happy Death Day 2U (R) ..... 7 p.m.

**Sunday, April 7**

The Lego Movie 2: The Second 3D (PG) ..... 1 p.m.

Isn't It Romantic (PG-13) ..... 4 p.m.

**Thursday, April 11**

The Prodigy (R) ..... 7 p.m.

**Friday, April 12**

A Madea Family Funeral (PG-13) ..... 4 p.m.

**Saturday, April 13**

How To Train Your Dragon: The Hidden World (PG) ..... 4 p.m.

Captain Marvel (PG-13) ..... 7 p.m.

**Sunday, April 14**

How To Train Your Dragon: The Hidden World 3D (PG) ..... 1 p.m.

Greta (R) ..... 4 p.m.

**Thursday, April 18**

The Prodigy (R) ..... 7 p.m.

**Friday, April 19**

A Madea Family Funeral (PG-13) ..... 7 p.m.

**Saturday, April 20**

How To Train Your Dragon: The Hidden World (PG) ..... 4 p.m.

Captain Marvel (PG-13) ..... 7 p.m.

**Sunday, April 21**

The Lego Movie 2: The Second (PG) ..... 1 p.m.

A Madea Family Funeral (PG-13) ..... 4 p.m.

TICKETS ARE \$6 FOR ADULTS AND \$5 FOR CHILDREN, 12 AND UNDER. MILITARY I.D. CARDHOLDERS AND THEIR GUESTS ARE WELCOME. SCHEDULE SUBJECT TO CHANGE. FOR MORE INFORMATION, CALL 255-2408.

# FROM DFMWR



Visit Fort Rucker Army Community Service on Facebook for a calendar of our activities!

## NAF PROPERTY SALE

The Fort Rucker Directorate of Family, and Morale, Welfare and Recreation will host a non-appropriated fund property sale of used equipment and furnishings April 4-6 at Bldg. 9213 (old commissary building). Items include: elliptical machines, treadmills, steppers, child care furniture, boats, campers, commercial-grade restaurant equipment and more. Condition of equipment and furnishings vary from slightly used to non-operational due to missing parts. All items will be sold as is. Payment must be made the same day as purchase and by cash or credit/debit card only. Patron is responsible for loading and transporting of items purchased.

For additional information, call 255-9807.

## COFFEE AND FRIENDS

Do you need help understanding military life, are you new to Fort Rucker, or are you just looking to make some new friends? If the answer's yes to any of these, join ACS' Coffee and Friends April 5 from 9-11 a.m. at the Bowden Terrace Community Center. Coffee and Friends will be held the first Friday of every month.

For more information, call 255-3898.

## WOUNDED WARRIOR HUNT

The Fort Rucker Outdoor Recreation Program will host its Wounded Warrior Spring Hunt April 5-7. Wounded Warriors from across the southeast will participate in the hunt free of charge through the gracious support of sponsors assisting with lodging and food. The hunt is open to the general public. Guides to assist the wounded warriors are also welcomed.

Turkey and coyote hunt details: harvest

must be verified by ODR staff, hunters will be allowed to harvest turkeys and coyotes on Fort Rucker. Hunters must present game to the ODR service center between 8 a.m. and 4 p.m. – photos of coyotes or turkeys will not be accepted, no trapping or road kill allowed. All patrons wanting to hunt along with the Wounded Warriors must have a valid state hunting license, Fort Rucker hunting permit and a hunter education completion card. Hunters please read Alabama and Fort Rucker regulations regarding authorized weapons and ammunition.

For more information on hunting on Fort Rucker and the Wounded Warrior Hunt, call 255-4305 or visit <http://rucker.armymwr.com/us/rucker>.

## RAPID FIRE LUNCH SPECIALS

Enjoy the following Rapid Fire Lunch Specials at The Landing Zone Grille & Bar during April. All specials are \$10 and include a drink. Available from 11 a.m. to 2 p.m. while supplies last.

Monday: roast pork, mashed potatoes and broccoli.

Tuesday: fried chicken, macaroni and cheese, and green beans.

Wednesday: meatloaf, mashed potatoes and corn.

Thursday: roast beef, rice and field peas.

Friday: catfish, cheese grits, and fried okra.

## MONTH OF THE MILITARY CHILD BOWLING

Children bowl free, when accompanied by a bowling adult, at Rucker Lanes in April. Children are allowed up to three free games and a shoe rental. For more information or to ensure open lanes are available, call 255-9503.

## WEAR TEAL TUESDAY

April is Sexual Assault Awareness Prevention Month. This year's theme is "Sexual Assault. Sexual Harassment. Not in Our Army." The Teal Day Campaign will begin April 2 as a Fort Rucker community-wide effort to recognize people's collective responsibility to prevent all forms of sexual assault and sexual harassment by wearing something teal every Tuesday in April. Wearing teal will be a visible commitment to support the prevention of sexual assault. People are asked to encourage everyone else in their organization to wear teal in recognition of Sexual Assault Awareness Prevention Month.

For more information, call 255-2382.

## TAIL WAGGIN' TUTORS

Does your child struggle with reading? The Center Library may be able to help with its Tail Waggin' Tutors program. The next event will be April 6 from 2-3 p.m. where children can read to a furry, non-judgmental friend. The registered therapy dogs provide a safe space for children to practice and improve their reading skills. Children who can read on their own can sign up, as well. Space is limited to the first 15 registrants.

For more information or to register, call 255-3885.

## TEEN FEUD

Teen Feud is back April 6 at 5 p.m. at the Fort Rucker Youth Center. Come pass, play, steal and fast and give the most popular answers to win! Prizes will be awarded to the winning team. Food will be provided.

For more information, call 255-2271 or 255-2260.

## TEEN JOB FAIR

Attention Teens: are you looking for a job and don't know where to start? Join the staff at the Fort Rucker Youth Center April 6 from 11a.m. to 2 p.m. for the teen job fair. Come meet local businesses that are looking to hire teens now. Learn about job application processes, work permits, interview techniques and more, and meet with employers and apply for jobs. Business professionals will be on hand to host mock interview sessions so teens can learn what to expect in an interview. Bring your resume and have experts offer recommendations. Open to dependents of military, Department of Defense employees and full time contractors on Fort Rucker. This free event is for teens ages 15-18. Parents are welcome to attend, too. There will be complimentary hot dogs and hamburgers while supplies last, as well. People can pre-register at Eventbrite to ensure there is a goody bag reserved for you filled with valuable resources and coupons. Eventbrite link: <https://www.eventbrite.com/e/fort-rucker-teen-job-fair-tickets-58989490153>.

For more information, call 255-2271. Visit [rucker.armymwr.com](http://rucker.armymwr.com) to learn more and view an updated list of on-site employers.

## TRAVEL EXTRAVAGANZA

The 31st annual Fort Rucker Travel Extravaganza, hosted by the Directorate of Family, and Morale, Welfare and Recreation, is scheduled for April 9 from 10 a.m. to 1 p.m. at The Landing. Vendors from the local area, as well as the surrounding states, will be available to answer questions and provide information about their attractions, hotels and upcoming promotions. There will be a grand prize given away during the event,

DFMWR *CONT.*

along with random drawings for attraction tickets, hotel accommodations and other memorabilia. Everyone will be given a passport to have signed by each vendor, then upon completion of that, you will turn in the passport to the MWR staff to be entered into the drawing for the grand prize. Admission is free, and the event is open to the public and Exceptional Family Member Program friendly.

For more information, call 255-2997 or 255-9517.

## LEGO WARS

The Center Library is celebrating National Library Week with a LEGO War. LEGO Wars is a family-oriented building competition where families composed of parents, guardians and children age 5 years and up form teams to work together and turn ideas into 3-D structures. Creations will be judged and prizes will be awarded. The event will take place April 11 at 3:30 p.m.

For more information, call 255-3885.

## BUNNY HOP SKATE NIGHT

The Fort Rucker School Age Center will celebrate Month of the Military Child with its Bunny Hop Skate Night April 12 and the theme Military Kids Can! The safety skate will be from 5-6 p.m. followed by the regular skate from 6-8 p.m. The cost for the safety skate is \$2 and the regular skate is \$5 – payment accepted in cash only. Safety skate is for those that are inexperienced and learning to skate. Children that participate in safety skate will need to be picked up by 6 p.m. by a parent, or a parent must be present to stay for regular skate. Participants must be registered members with child and youth services.

For more information or to sign-up for membership, call 255-9638. For more infor-

mation on skate night, call 255-9108.

## ARMY AVIATION BIRTHDAY GOLF TOURNAMENT

Silver Wings Golf Course will host the Army Aviation Birthday Golf Tournament April 12. The format is four-person-team scramble with registration starting at 11 a.m. and followed with a shotgun start at 1 p.m. A U.S. Golf Association verifiable handicap is required. If no verifiable handicap, the player plays as a scratch player. A tournament meal and awards will follow play. Entry fee is \$60 for non-members and \$50 for members. Two mulligans are sold separately for \$10 or \$40 for the team. Entry fee includes 18 holes of golf, range balls, carts, tournament meal and prizes.

For more information, call 255-0089.


## CHILDREN'S FESTIVAL

The Fort Rucker Fairy Tale Children's Festival is scheduled for April 13 from 10 a.m. to 1 p.m. at the festival fields. The event will feature a petting zoo, Easter egg hunts, arts and crafts, games, ice cream, inflatables, obstacle courses, karaoke, fairy tale skits, and photos with the Easter Bunny. Easter egg hunt start times are dependent on the child's age: ages 3 and younger will begin at 10 a.m. and ages 4-12 at 11 a.m. Children are encouraged to dress up in their favorite fairy tale costume.

For more information, call 255-1749.

## FUN RUN AND RESILIENCY FAIR 5K

The Fort Rucker Fun Run and Resiliency Fair is scheduled for April 13 at 8 a.m. at the Fort Rucker Physical Fitness Center. The free event features a 5K fun run along with activities for the entire family. Participants can run or walk, or just visit the numerous resiliency fair booths. The event will promote resiliency for the Fort Rucker commu-



**TEEN JOB FAIR**

**Eventbrite** Pre-register at Eventbrite to ensure we have a goody bag reserved for you filled with valuable resources and coupons! : <https://www.eventbrite.com/e/fort-rucker-teen-job-fair-tickets-58989490153>

**April 6 • 11 AM – 2 PM • YOUTH CENTER**

- ▶ Come meet local businesses that are looking to hire teens now. Learn about the job application process, work permits, interview techniques and more. Meet with employers and apply for jobs!
- ▶ Business professionals will be on hand to host mock interview sessions so teens can learn what to expect in an interview. Bring your resume and have our experts offer recommendations.
- ▶ Open to dependents of Military, DoD, and full time contractors on Fort Rucker. This free event is for teens ages 15-18. Parents are welcome to attend too!
- ▶ Enjoy complimentary hot dogs and hamburgers while supplies last! Don't miss your chance for a job!

**Attention Teens!**  
**Are you looking for a job and don't know where to start?**

**YOUTH CENTER**  
Bldg 2800, 7th Ave. (334) 255-2271

**PARENT CENTRAL SERVICES**  
Bldg 5700, Rm 193 Novosel Street (334) 255-9638

Rucker CYS  
Fort Rucker MWR  
f t f i  
[rucker.armymwr.com](http://rucker.armymwr.com)

nity and showcase information to improve physical, mental, spiritual and social wellbeing. The event is open to the public.

For more information, call 255-2296. People can pre-register at either PFC or MWR Central.

# NEWS IN BRIEF

## RETIREMENT CEREMONY

Fort Rucker will host its quarterly retirement ceremony April 26 at 2 p.m. in the U.S. Army Aviation Museum. All are invited to attend honor the service of Fort Rucker's latest retirees.

## SEEKING OCS ALUMNI

The Officer Candidate School Alumni Association is looking for graduates of the U.S. Army Officer Candidate School. The OCS Alumni Association fosters fellowship, highlights OCS history and memorializes OCS graduates lost in service to the nation.

People can learn more about the association by visiting: <https://www.ocsalumni.org>.

## RETIREE COUNCIL MEETINGS

The Fort Rucker Installation Retiree Council meets the first Thursday of each month in The Landing at 11:30 a.m. The

meeting is an open forum and all retirees are invited to attend. Retirees are also encouraged to apply for one of the open positions on the council.

For more information, call 255-9124.

## SIREN TEST

The Installation Operations Center conducts a test of the emergency mass notification system the first Wednesday of each month at 11 a.m. At that time people will hear the siren over the giant voice. No actions are required.

## PINEY WOODS ARTS FESTIVAL

The 45th annual Piney Woods Arts Festival takes place April 13 from 9 a.m. to 5 p.m. and April 14 from noon to 4 p.m. on the running track of Enterprise State Community College.

Piney Woods features original art and

crafts by approximately 100 artists, a children's fun center, food and entertainment and a student art display. The Weevil City Cruisers Car and Truck Show is Saturday only across campus from the arts festival.

April 12, the Piney Woods Arts Festival will present the Mountain Tales Film Festival, the first ever film festival in Coffee County. Admission to all events is free.

For information, call 334-406-2787 or visit [www.CoffeeCountyArtsAlliance.com](http://www.CoffeeCountyArtsAlliance.com).

## PTSD GROUP

A post traumatic stress disorder education group meets Tuesdays from 5-6:30 p.m. in the Fort Rucker Spiritual Life Center in Bldg. 8939 on Red Cloud Road. The group follows the Veterans Affairs protocol PTSD Recovery Program and is for anyone interested in learning more about PTSD.

For more information, call 255-3903.

## LOST AND FOUND

People who have lost or misplaced property while on Fort Rucker can call the Directorate of Public Safety's lost and found point of contact at 255-3239 to inquire if their property has been turned in. To claim their property, people must be able to demonstrate ownership of the property. DPS retains property found or turned in at special events held on the installation, such as Freedom Fest – the most common items turned-in are keys, cell phones and wallets.

## ALCOHOLICS ANONYMOUS MEETS

Alcoholics Anonymous meets Wednesdays from 11:30 a.m. to 12:30 p.m. at The Commons, Bldg. 8950. For more on the group, call 334-379-8775.

For a current schedule and more information, visit <http://www.rucker.army.mil/cr2c/>.

# ARMY FLIER

## COMMAND

**Maj. Gen. William K. Gayler**  
Fort Rucker Commanding General

**Col. Brian E. Walsh**  
Fort Rucker Garrison Commander

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The PAO staff reserves the right to edit submissions selected for publication. For more information about the "Army Flier," call (334) 255-1239.

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