



THE MINUTEMAN

The Quarterly Newsletter of the Texas Army National Guard Recruiting & Retention Command

4th QUARTER 2016



Texas Association
of
Broadcasters

GAMES
OF
TEXAS

A LETTER FROM THE COMMANDER

Texans,

As we turn the corner into the last month of the recruiting year, I wanted to take the opportunity to reflect on some of your accomplishments, and look forward to what's in store of FY 2017. To date, we (once again) lead all 54 states and territories in accessions. This is an amazing feat in light of the vacancy, training seat, and AUVS issues that we've faced over the past five months. As of September 1, Teams 3, 9, 13, 14, RCT/IST, and OSM have all missioned out for the year, along with Region IV. Teams 5, 12, and 16 are ahead of mission year to date. I cannot overstate how proud I am to be associated with such a hardworking and professional organization.

Looking forward to the coming fiscal year, I wanted to take a moment to let you know what the CSM and I are thinking about. First, partnership with our customer units will become even more important in the coming years. As several units across the state go through transformation, having a strong working relationship with your assigned units will create a virtuous cycle. As you help Readiness NCOs with their strength management, you'll create vacancies to recruit into, generate referrals, and help us achieve our number one goal as a Recruiting Command: provide commanders and CSM/1SGs with ready manned units.

Secondly, we're looking at quality. As the Army continues to ask us to do more with less, finding the right people and ensuring they are prepared to process and ready to ship and complete IADT is a huge priority. While meeting and exceeding our assigned mission is always at the forefront,



the quality of our conversion rates, ship rates, and attrition rates will receive a lot of attention.

Finally, one of my goals as your commander is to set conditions for you to be successful. We will no longer conduct Performance Review Boards. We will replace them with Quarterly Assessments in which everyone gets an honest look at what he or she is doing well so we can replicate it, and what we can improve upon to be successful. We've also moved away from a standard missioning plan. Each RRNCO will be missioned at the Team level based on market potential and experience levels.

As the CSM and I get out to visit you, we look forward to getting to know you, understand the dynamics of your territories, meet your COIs, and find ways to help you improve your fighting positions.

Texas Strong, Texas Proud!



FROM THE DESK OF THE

EXECUTIVE OFFICER

About me...

I've served in the ARNG for over 16 years in a variety of assignments. I spent the first 4 years as enlisted before commissioning. I started off as a Military Intelligence Officer and was fortunate enough to perform intelligence work during KFOR 7 as a G2 Battle CPT and Analysis Control Element Collection Manager.

“I am excited to serve RRC in this new capacity as XO.”

Upon return, I had the opportunity to branch transfer to Quartermaster and later served as an Aerial Delivery Material Officer (Rigger), Paratrooper, and Jumpmaster while commanding the 294th Quartermaster Company. I deployed again with 36ID as the Supply & Services Officer in Basra, Iraq and earned an additional skill identifier in Mortuary Affairs.

While deployed I had the greatest responsibility of my career and that was to serve those that made the ultimate sacrifice. It was an experience that I will never forget. After returning from overseas, I took a second Command of the Headquarters Support Company (HSC), 36th



MAJ KIM M. BAIRD
Executive Officer, RRC
Texas Army National Guard

DHQB where I was dual hatted as the full-time 2IC for several years. Other past full-time assignments include Health Services OIC, BN S4, Collective Training Branch Manager (AG3), and Education & Incentives OIC.

I have a Bachelor's in Human Ecology from SUNY College at Oneonta and a Master's from Marist College in Integrated Marketing Communications.

I'm a creative at heart which generally means I love to make stuff. I enjoy writing, painting, and constructing however most of my free time is spent enjoying my family. I've been married for 9 years to my rock (husband), Anel, and together we raise 4 awesome kids.

I am excited to serve RRC in this new capacity as XO. I look forward to working and getting to know the great Soldiers, NCOs, and officers of this battalion during my time here.

GAMES OF TEXAS

“Our alignment with the Texas Army National Guard, which shares many of the same values and goals, helps to accomplish TAAF’s mission to the youth of Texas.”





The TAAF Games of Texas celebrates athletes of all ages from across the state (Photos by Steve Johnson)



THE 2016 TAAF SUMMER

GAMES OF TEXAS



RSP Warriors take a break from support duties to enjoy a meal provided by Taqueria El Zarape
(Photo by Steve Johnson)

McALLEN, Texas Region IV

Soldiers of the Texas Army National Guard Recruiting Command and their Recruit Sustainment Program Warriors arrived in force to provide support for the 2016 Texas Amateur Athletic Federation's Games of Texas in McAllen, Texas. Running from July 28th through the 31st, the TAAF Summer Games consist of events in track and field, boxing, swimming, golf, tennis, wrestling and many other events.

The relationship between the Texas Army National Guard and TAAF is a critical partnership for both organizations according to TAAF Executive Director, Mark Lord:

"This relationship is KEY to the success of the TAAF Games of Texas. The biggest challenge for host cities of the Games is volunteers. Often the host will have the same volunteers signed up for up to 3 days. Sometimes the volunteer works

the first day, has received the official volunteer benefits i.e. t-shirt or hat, is sunburned, raccoon eyed and tired. They decide they have had enough of the 'volunteer experience' and is a no-show the remaining time, leaving the host scrambling for volunteers. Additionally, some volunteers are asked to do tougher jobs, i.e. man entrances to parking or restricted areas where coaches, parents and athletes ignore them. These issues do not happen with the Texas Army National Guard relieving one of the most stressful concerns of the host."

According to TAAF estimates, close to 250,000 individuals (adults and kids) participate State-wide in TAAF programs. These are some of the most talented potential leaders the State of Texas has. They are individuals that know the benefits and results of having to sacrifice to obtain a goal, and a perfect resource pool for the next generations of Texas National Guardsmen.

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Region IV Commander, CPT Samantha Lewis, addresses athletes, coaches & families at the 2016 Games of Texas (Photo by Steve Johnson)

youth of Texas” said Director Lord.

These values like Respect, Personal Courage, Integrity and Honor are apparent when speaking to the athletes and coaches participating in the Games of Texas:

“At the beginning of every season we lay out goals for our athletes. It is never to be a Gold Medalist or break records. However, our goals are always to get better each and every time we step on the track. If we do

that enough, day in and day out, and put in the hard work, we will be at the TAAF State Meet competing for Gold Medals. Those 63 kids that dedicated themselves to working through the 100 degree heat and the hard workouts have that experience of the games. Making it to the games gives them the confidence that they need to succeed in their future endeavors.” said Track Coach Chris Haberer from Hutto, Texas.

Coach Haberer was grateful for the support from the Texas Army National Guard:

“The National Guard folks are always willing to lend a hand and volunteer their time to making the Games a success. This is a big deal to the athletes, parents and coaches. Seeing another organization chip in and provide the infrastructure assistance to make the games run smoothly really sets the tone for the professionalism that we expect at a State Meet.”



City of McAllen Mayor, Jim Darling, officially opens the 2016 TAAF Games of Texas (Photo by Steve Johnson)



TEXAS ASSOCIATION OF BROADCASTERS' ANNUAL COMMUNITY SERVICE AWARDS



Deputy Adjutant General, Brigadier General Tracy Norris was selected as the keynote speaker for the 2016 TAB Community Service Awards (Photo by Steve Johnson)

AUSTIN, Texas

On August 11th, the Texas Association of Broadcasters held their annual Community Service Awards breakfast to recognize local Radio and TV stations throughout the state for exemplary service to their communities.

Gathered at the Renaissance Hotel in Austin, were radio and TV station owners, managers and public service directors, with guest speakers that included Congressman Michael McCaul, chairman of the House Committee on Homeland Security and Brigadier General Tracy Norris, Deputy Adjutant General for the Texas Army National Guard.

The Texas Army National Guard's recruitment advertising campaign partnership with TAB began in 1995, and Texas is ranked highest among the 50 states in airtime received for this campaign. New ads are expected to begin airing as early as fall 2016.

“Quite often, our leaders receive calls from individual Guardsmen stating something similar to, ‘I just saw on the news.... Do I need to report in?’ The value of those assets can’t be overstated.”

“This event partnership is part of a more expansive partnership in the Texas Army National Guard’s recruiting mission. The National Guard employs TAB’s ‘Non-Commercial Sustainment Announcement’ or NCSA program to air recruitment ads on Texas Radio and TV stations,” said Oscar Rodriguez, President of the Texas Association of Broadcasters. “The program guarantees a minimum 3:1 return of airtime value to contract amount, and our stations typically produce about a 7:1 return. This means



TAB2016

63rd Annual Convention & Trade Show
August 10-11 • Renaissance Austin Hotel



unfolding faster than information can be transmitted, those channels of communication are critical according to Brig. Gen. Norris:

“Quite often, our leaders receive calls from individual Guardsmen stating something similar to, ‘I just saw on the news where Houston is under 6 feet of water. Do I need to report-in?’ or ‘I just heard on the radio Dallas is under an ice storm or tornado alert, do I need to report in,’ the value of those assets can’t be overstated.”

that every dollar spent on the program yields a minimum of three dollars in airtime value or seven dollars in reality.”

Keynote Speaker Brig. Gen. Norris sees the TAB partnership as a strategic asset. “During our 2015 Strategic Planning effort it became apparent that, as an organization, we were disjointed when communicating with our communities and state partners. Too often there was confusion between the Texas Army National Guard, the Texas Air National Guard, the Texas State Guard, Domestic Operations, Joint Force Headquarters, and the Texas Military Department. Each of these components are specific in scope and mission. However, each separate component is a vital contributor to our organization’s unique capability to serve Texans and our nation’s citizens.”

In today’s world of news and events sometimes



(Photo by Steve Johnson)



IN RECOGNITION OF RRC

PROMOTIONS

*No one is more professional than I
I am a noncommissioned officer
a leader of Soldiers*

SGT R. MCNABB

SSG M. HOLSWORTH

SGT R. ERISMAN

SSG M. JOLIVET

SGT D. DIAZ

SFC T. CHRISTOFF

MSG C. MOORE

SFC J. RODRIGUEZ

MSG E. LARSEN

*I am proud of the Corps
of noncommissioned officers
and will at all times conduct myself
with credit upon the Army
I will not use my grade or position
to attain pleasure profit or personal safety*



R&R/BSM

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