



yellow footprints



Married ... “to the bag.”

The other half of the recruiting mission.



yellow footprints

first marine corps district

commanding officer

col. warren j. foersch

executive officer

maj. leonardo m. jaime

operations officer

lt. col. scott d. aiken

sergeant major

sgt. maj. craig l. brown

yellow footprints staff

public affairs officer

capt. john o. caldwell

public affairs chief

gysgt. kim worrell

editor

sgt. john neal

cpl. matthew orr

photographer

sgt. chad simon

sgt. jared hansen

community relations

cpl. thomas o. lantz iv

Yellow Footprints is published every other month with appropriated funds in accordance with Marine Corps and Department of the Navy printing and publication regulations by the Public Affairs Branch, Headquarters 1st Marine Corps District, 605 Stewart Avenue, Garden City, NY 11530.

Contents of this publication are not necessarily the official views of, or endorsed by, the U.S. Government, the Department of Defense, or the U.S. Marine Corps.

Welcome to another issue of Yellow Footprints. Before I begin with a roundup of the contents of this issue, I'd like to take the opportunity to introduce myself to you as Sgt. Neal has taken his leave as the editor and I have taken his place.

I was previously stationed at Camp Lejeune where I was the military Editor of the base newspaper, The Globe.

During my time at Camp Lejeune I deployed to Japan to cover jungle warfare training with 3rd Battalion, 2d Marine Regiment. I also deployed with Lima Company, 3rd Battalion, 6th Marines to Kabul, Afghanistan, and then deployed to Iraq with 2d Marine Expeditionary Brigade, Task Force Tarawa.

My time at Camp Lejeune was full of great experiences, many that I will cherish for the rest of my life. It is time now, however, to hang up my deployment boots, their worn soles in dire need of resoling and put my efforts into the Yellow Footprints.

This issue is full of some great and informative reading material.

Being the spouse of a recruiter generally means seeing little of him or her due to the long hours required of the recruiter to make mission. Sgt. Pamela Shelley writes a great piece from the perspective of being the spouse of a recruiter and also offers some informative tips on how to maximize your time with the family.

The Commandant visited Boston to rub shoulders with VIP's, and while there, he promoted Lt. Col. Raymond E. Coia to the rank of colonel.

We also have a story on the next generation of TRICARE and the benefits it will offer.

Enjoy your magazine.

Cpl. Orr

Editor



contents

phaselines

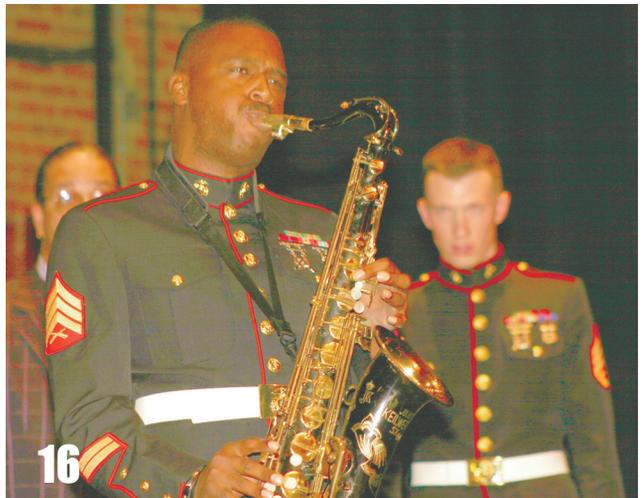
- 2 from the editor
- 4 command corner
- 5 the fleet
- 6 the district
- 18 poolside
- 19 84 spot



features

- 10 married “to the bag”
the other half of the
recruiting mission

- 14 effective marketing
rs springfield’s MPA
success story



news

- 12 tricare
the next generation

- 13 campus blitz
the wrap up



Marriage and recruiting

by **Mary Driscoll**

Quality of life coordinator



Your assignment to recruiting duty is the beginning of an adventure that will be different from any other experience you have had in the Marine Corps. It is challenging, exhilarating and demanding.

Marines must work arduous, long hours to accomplish their mission requirements and monthly quotas. Working these long hours can become very stressful not only to the Marine but to his family as well. The roles in marriage quickly shift. While the Marine is working long hours trying to make mission, the spouse must undertake the role of both parents, often feeling like a single parent. With the added responsibilities, this billet is not only challenging for the Marine, but for the spouse as well. If you're not careful, the long hours, stress and the added responsibilities can become detrimental to your marriage.

Marines can attribute their success as recruiters to the support they receive from their spouse. When the spouse is taking care of everything on the home front, it enables the Marine to fully concentrate on his job. Your spouse is an integral part of the success of the mission. So whenever you feel depressed or frustrated, remember that recruiting duty is temporary, but your family is forever. You will leave recruiting duty with a profound respect for one another if you keep that in mind. So be patient and always communicate. You will not only be a successful recruiter, but will have a successful marriage as well. Nothing can be finer than to say, "we survived recruiting duty."

I am also available to assist with any issue or concerns that you may have. Having been on recruiting duty myself, I can fully understand the sacrifices that both of you are making. Calls that I receive from spouses or recruiters are not just for specific issues, but sometimes they simply need to talk to someone who can be objective and know that the conversation will be confidential. I can be reached at 1-800-660-5213 or you can email me at driscollma@1mcd.usmc.mil. 🙏

The following list provides tips to help spouses stay connected:

- Stay flexible and be spontaneous. When a break comes, be ready to take advantage of it.
- Plan your "family time" around your Marine's schedule.
- Expect your spouse to work long hours.
- Schedule a date night every week.
- Communicate/discuss your feelings, disappointments, concerns and future goals.

The following is a list of tips and resources to help your spouse adjust to recruiting duty:

- Become involved in the unit. Attend as many functions as possible.
- Be a Key Volunteer or use your Key Volunteer for as much support as needed.
- Talk with other spouses that are within your Recruiting Station. They will understand better than a civilian friend.
- Enroll in the Prevention and Relationship Enhancement Program—The Marriage Enrichment Retreat (48 hours) provides couples with the opportunity to explore ways to keep their marriage growing and to deal with the inevitable conflicts that are a part of any intimate relationship. The retreat is located at Groton, CT. To make reservations call 860-694-1144.
- Contact Marine Corps Community Service (MCCS) One Source—an information and referral hotline that you can call at 800-433-6868 or access through their website, www.mccsonesource.com. The user ID is "marines" and the password is "semper fi." They provide services at no cost 24-hours a day, seven days a week.
- Contact the Recruiter's Wives Web site—you can interact with other spouses Nationwide at www.groups.yahoo.com/group/MCRecruitersWives/.

AL ASAD, Iraq - (left to right) Corporal Alfred F. Torrissi from Philadelphia; Gunnery Sgt. Cullen D. McPeek from Grand Junction, Colo.; and Lance Cpl. James G. Hinds from Morrisville, Vt., pose for a photograph in front of their building in Al Asad, Iraq, March 28.



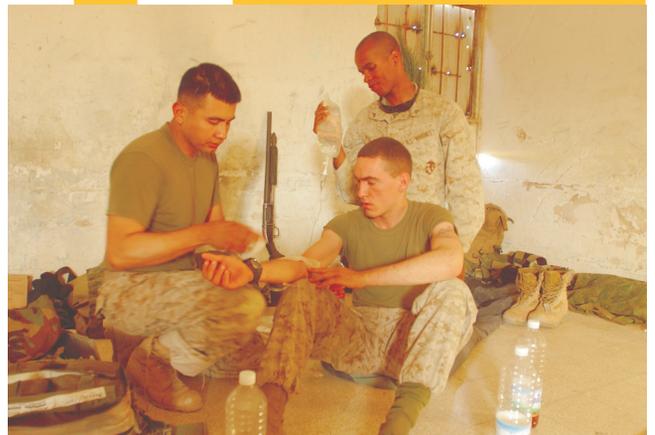
Sgt. Nathan K. LaForte

CAMP TAQADDUM, IRAQ - Lance Cpl. Joseph Mixer, a crew chief with Marine Light Attack Helicopter Squadron 775, Marine Aircraft Group 16, and a native of State College, Pa., performs maintenance on a UH-1N Huey, April 29.



Cpl. Matthew J. Apprendi

CAMP FALLUJAH, Iraq - Lance Cpl. Bradley Maguire, a rifleman with Company G, 2nd Battalion, 2nd Marine Regiment and from Waldorf, Md., receives a necessary intravenous drip April 22, from Navy Seaman Jay C. Juarez, a hospital corpsman and native of Bronx, N.Y., in order to rehydrate him. Holding the IV bag is Lance Cpl. Louis Wallace, rifleman and also from Bronx, N.Y.



Cpl. Shawn C. Rhodes

Top Dog visits beantown

by Capt. J. Oliver Caldwell





Tom J. Lyons, Vietnam-era Marine and Boston influencer, gives General Michael W. Hagee, 33rd Commandant of the Marine Corps, a framed photo of Marines in action during Operation Iraqi Freedom 2003.

General Michael W. Hagee, the 33rd Commandant of the Marine Corps, flew into Boston early March to rub elbows with Massachusetts Institute of Technology leaders, promote MIT Marine Corps fellow Lt. Col. Raymond E. Coia to colonel, and interact with Boston influencers and recruiters during a breakfast at the Boston Harbor Hotel.

The two-day visit was the result of the combined efforts of Tom J. Lyons, Vietnam-era Marine and Boston area influencer, and Maj. T. Shane Tomko, Commanding Officer Recruiting Station Portsmouth, N.H.

“The benefit of having the Commandant of the Marine Corps in the Boston area is immense,” said Tomko. “To have the Commandant in the Boston area is a great honor and clearly an opportunity to proudly present our number-one Marine to the local populous who might not otherwise get the opportunity to have an audience with our Commandant.”

The Commandant’s visit to Boston evidenced his steadfast support and belief in the Corps’ recruiting efforts and the value of engaging civic leaders with the hopes of securing their continued support of the Marine Corps. 🦶🦶

Sgt. Chad Simon



*Left: Master Sgt. Robert Gerald
Right: Gunnery Sgt. Klever Novillo
Top Right: Staff Sgt. Gerald and
his Delayed Entry Program in
1992 with Poolee Novillo in the
second row on the left.*

Sgt. Eric Kowal



Courtesy of Master Sgt. Robert Gerald

Recruiter Instructor pins on extra rocker, former poolee picks up gunny

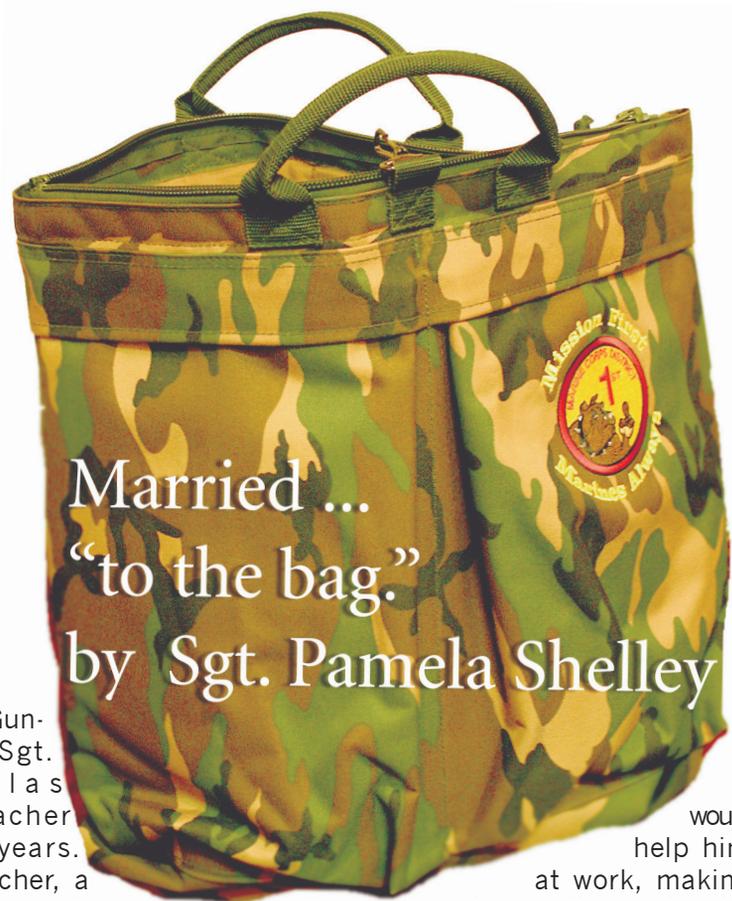
by **Sgt. Eric Kowal**

Twelve years ago, then Staff Sgt. Robert L. Gerald sat at his desk at Recruiting Substation Montclair, N.J., when a motivated young man, Klever Novillo, walked through his hatch and demanded that he find out more information about the Marine Corps. Gerald didn't have to do too much selling before Novillo joined the Delayed Entry Program on July 17, 1992.

On March 1, 2004, Gerald was promoted to the rank of master sergeant and Novillo to the rank of gunnery sergeant. Colonel Warren J. Foersch, Commanding Officer, 1st Marine Corps District, promoted both Marines to their current ranks at Recruiting Station New Jersey's monthly all-hands held aboard Naval Weapons Station Earle in Colts Neck, N.J. The staff-noncommissioned officer-in-charge of Gerald 12 years ago, Gunnery Sgt. Michael Hayes, was also in attendance and watched his former recruiter and poolee pin on their new chevrons together.

Today, Gerald and Novillo work towards the same goal. They both are tasked with trying to find qualified young men and women to join the Marine Corps. Gerald works as Recruiting Station New Jersey's Recruiter Instructor, and Novillo works at the Officer Selection Office in East Brunswick, N.J., as an assistant to the Officer Selection Team.

Novillo described Gerald as a no-nonsense type of guy who always put forth his best effort to successfully recruit qualified young men and women to serve in the Corps. Novillo says that Gerald still displays those attributes today. 🦶



Married ... “to the bag.” by Sgt. Pamela Shelley

Within 1st Marine Corps District there are more than 298 married canvassing recruiters. Without sacrificing mission, how can the sacrament of marriage and quality of life be enhanced during these hard times?

According to Navy Chaplain Lt. Cmdr. Ronald R. Ringo, director of the Chaplains Religious Education Development Operation, Marine Corps Base Camp Lejeune, N.C., the Commandant of the Marine Corps recognizes the hardship of the recruiting world and has taken a proactive stance on this problem.

“It is the Commandant’s recommendation that all married Marines with orders to recruiting school attend a CREDO marriage retreat beforehand,” said Ringo, a former canvassing recruiter himself. “I receive an email list of these Marines before each class, and it is strongly suggested that they sign up for a retreat.”

While the retreat is designed to strengthen and develop marital skills, unforeseen stressors upon assignment to a recruiting station can be hard to predict.

Lisa Huthmacher has been mar-

ried to Gunnery Sgt. Nicholas Huthmacher for 14 years. Huthmacher, a career recruiter, has been assigned to Recruiting Station Albany since 1988, and over those years, Lisa has experienced every stage of the recruiting game. Lisa has seen it all; the good, the bad, and the ugly. While she easily recalls the early days alone in Watertown, N.Y., with just two young children for company, she is quick to point out that recruiting duty does have some positive aspects.

“He does work long hours; however, at least there are no deployments. If he were deployed, he wouldn’t be there at all,” said Lisa, a Cortland, N.Y. native.

With years of understanding on her side, Lisa has a couple of pointers for spouses new to recruiting commands.

“I stayed at home when my first two children were little. I had no adult interaction, so for dinner I’d grab the kids and meet him at the office,” said Lisa. “Occasionally, I

would help him at work, making phone calls or doing the boards. I would encourage women to be independent.”

Lisa Hyde, a spouse new to the recruiting environment, moved up to New York less than a year ago, and is already counting down the days till she can return to Southern ground. Married to Staff Sgt. Michael L. Hyde since 1999, the 36-year-old mother of two has no qualms explaining her current opinion of recruiting duty.

“It’s hard,” said the Raleigh, N.C. native. “All I do is take care of the kids. I have no conversation other than with my friends and family in North Carolina.”

The exchange is reminiscent of Lisa Huthmacher’s story of her first years as the spouse of a recruiter. Both agree there needs to be more Key Volunteer Network interaction upon introduction to the command. For Lisa H. this is a definitive issue.

“There should be somebody who

Chaplain Ringo's Marriage Tips for Recruiting Duty

-If married, before reporting for recruiter's school, attend a CREDO marriage retreat. If you are already on recruiting duty and sense problems arising, consider counseling.

Inquire with your local Tricare provider for counseling opportunities available in your area. Credo marriage retreats for 1st Marine Corps District Marines are held in Groton, Ct. Interested participants should contact their KVN advisor for details.

·Make time every week for yourself and each other. Whether it's church on Sundays or a family meal, incorporate this time into your weekly schedule. Time to bond together as a couple alleviates stress.

·Give yourself time for a hobby or interest. Every person needs to feel like they have a life away from work or home.

·Maintain an active interest in your partner's life. Understand each other's daily problems. From the pressure of mission to the babies uncontrollable crying, both are equally important.

will take you around the area when you get here. Show you around town, so you know where things are," said Lisa H. "My husband and I are both from the South and I have no family or friends here."

Unlike Lisa H., Nicole Vescovi, wife of Staff Sgt. Aaron Vescovi, non-commissioned officer in charge, RSS Schenectady, N.Y., welcomed the move to RS Albany ... they're in their hometown.

"I couldn't imagine doing this duty without them (family) being here," said Nicole.

Speaking like a seasoned veteran, Nicole is indifferent about the hours her husband works. She credits this attitude to one thing – time.

"It was hard at first because of his long hours, but you do get used to it. The toughest thing we dealt with, and still do, is 'Daddy can't be involved' scenario."

To make up for lack of family time, Nicole used methods quite similar to Lisa. The family would meet her husband after work and go into Albany to have dinner together.

"We eat out a lot," she noted.

Nicole suggests an instructional class at the beginning of the tour for new joins explaining each process of an applicant's enlistment, and what the recruiter's daily requirements should be.

Nicole's suggestion hasn't fallen on deaf ears. RS Albany's KVN program is still in its very early stages, but many positive changes have been made since Sgt. Maj. Andrew L. Yagle's arrival in 2003, as RS Albany's sergeant major. Yagle has already deliberated adding a 'spouses day' to the initial Proficiency and Review Training that all new recruiters receive. A quarterly newsletter has been established, new phone tree systems, four new KVN personnel have been trained, and a KVN advisor is in place.

These additions should prove resourceful to command spouses. However, according to Ringo, it is the strength of the couple's marriage that will endure the rigors of this duty. While recruiting and marriage might be hard to bear at times, Chaplain Ringo's tips should offer some help. 🙌

Editors note: A&E Network recently aired an hour-long documentary on recruiting duty, which features Marines from Recruiting Station New York. Copies of the program are available for viewing at each 1st Marine Corps District Recruiting Station Headquarters. Colonel Warren J. Foersch, commanding officer, 1st Marine Corps District, encourages all spouses take a look at the program to gain a better understanding of the day-to-day, month-to-month battles recruiters fight.

TRICARE: The next generation of healthcare

by Cpl. Matthew Orr

TRICARE is in the process of consolidating its current 11 regions to three regions and seven managed care support contracts to three managed care support contracts. This will result in better customer service, improved portability and access to quality healthcare. The transition is expected to be complete by Sept. 1, for Region One.

Last year, the Department of Defense awarded its government contracts subsidiary, Health Net Federal Services, the Managed Care Support contract for the Tricare North Region. Health Net, Inc. is one of the Nation's largest publicly traded healthcare companies. This region encompasses 21 states including those in the 1st District and includes the coverage of 1.7 million eligible beneficiaries. The company expects to begin healthcare after the transitioning process is completed, which has been in the works since September 2003.

"We are honored that the DoD awarded us the North Region," said Jay Gellert, president and chief executive officer of Health Net Inc. "We look forward to continuing our strong relationship with the DoD and providing access to quality healthcare services to the men and women of the armed services and their families."

According to TRICARE, the company's goal is to promote quality and customer satisfaction, improve operating efficiency and cost predictability, build on the current success of TRICARE, and adopt industry best practices. This is expected to improve TRICARE while maintaining basic benefit structure.

"The transition will simplify and greatly improve the already strong attributes of TRICARE. The beneficiary can look forward to high quality customer service,



healthcare service and a simplification of the administrative process," said Petty Officer 2nd Class Timothy C. Keith, corpsman, 1st Marine Corps District Headquarters.

Outcomes predicted for the new TRICARE contracts include simplifying some of the current program complexities, foster customer satisfaction, deliver high-quality healthcare services, simplify administrative process and develop a plan to minimize disruptions to beneficiaries.

It will also make it easier for servicemembers who get hurt or sick while traveling to receive proper and timely medical attention as there will be a more centralized program in place to get them the attention they need, according to Keith.

For more information regarding TRICARE and the changes taking place, logon to their Web site at www.tricare.osd.mil. 🦶

Officer recruiting reaches out in ... Campus Blitz

by **Sgt. John T. Neal**

The 1st Marine Corps District recently completed "Campus Blitz," a competition that aimed to get qualified officer referrals in support of the District's officer procurement mission. Points were awarded for each referral. The competition lasted two months and resulted in 20 qualified referrals.

During the months of March and April, Marines, family members and veterans competed for points and prizes by providing quality officer referrals to the Officer Selection Teams and Assistant for Officer Procurement.

The 1st District Marine who earned the most referral points won one month's use of the Commanding Officer's Jeep Cherokee, a plaque and a certificate of commendation. Other prizes included posters, T-shirts, and a copy of the best-selling book *Flags of Our Fathers* by James Bradley.

Staff Sgt. Jacob C. Christman, RSS Patchogue, N.Y., came out on top with three referrals. He will be given one

month's access to the commanding officer's Jeep Cherokee government vehicle, as well as a custom plaque and a 1st District certificate of commendation (CERTCOM). Gunnery Sgt. Edgar E. Ogaz, RSS Middlesex, N.J., placed second with two referrals and will receive a plaque and a CERTCOM. Gunnery Sgt. Evan C. Jones, RSS Trenton, N.J., came in third. He will receive a framed poster of the flag raising atop Mt. Suribachi as well as a CERTCOM.

Marketing and Public Affairs representatives at each recruiting station competed separately and earned points based on coverage in support of the Officer Procurement Mission.

Sergeant Eric Kowal, acting MPA for RS New Jersey, won in the MPA category for March. He got seven college and university radio stations in New Jersey to play the Marine Officer public service announcements; two universities to put together a recruiting video for the Officer Selection Office Assistant; a full-

page advertisement to promote Marine aviation; and set up an enhanced area canvassing event that included an aviation demonstration.

Staff Sgt. Jonathan Agee, MPA for RS Springfield, won for April. He produced a 60-second commercial that aired on college radio stations, as well as wrote a live script that aired on four stations. He used the same commercial to target urban music listeners through 104.1 FM in Hartford, Conn. The Hartford station also promoted the Marine Corps for three weeks by airing 128 commercials. He targeted the three largest colleges in the Providence, R.I., area with print advertising in local papers. He also made a localized flyer distributed to colleges in Massachusetts, Connecticut and Rhode Island.

Kowal and Agee each won a custom plaque, a CERTCOM and \$2,000 for the recruiting stations advertising account.



RS Springfield works Marketing and PA for effective advertising

by Sgt. John Neal



Staff Sgt. Daniel Killough with Paul Gariepy, one of the hosts of *The Sports Journal Live* on WSAR 1480 AM.

The Marines at Falls River, Mass., gladly got more than they bargained for when the Marketing and Public Affairs noncommissioned officer of Recruiting Station Springfield bought full-page ads in *The Sports Journal* almost two years ago. In an investment that costs just \$1,500, the Marines at Recruiting Substation Falls River also get constant exposure through public service announcements and live spots on local radio station WSAR 1480 AM in nearby Somerset.

Scott MacPherson, publisher of *The Sports Journal*, said he is a big supporter of the military and wanted to be able to provide the Marines with affordable advertising in his sports newspaper that reaches the recruiting mission's target market.

"I try to make it affordable for all my advertisers," said MacPherson. "I'm not trying to make money off this. I wanted to provide a good service."

MacPherson is also the host of *The Sports Journal Live*, a two-hour daily talk show on WSAR. MacPherson invites Staff Sgt. Michael Ciani and Staff Sgt. Daniel Killough from RSS Falls River on the program once a week to announce the "Marine Athlete of the Week." The Marines present an exemplary high school athlete with a certificate created at the recruiting station.

The Marines also spend part of the program talking to listeners about opportunities in the Marine Corps, fielding questions about the military and enlistment requirements, and, according to MacPherson, they "personalize the whole recruitment process better than just ads can do alone."

According to Killough, they sometimes bring a poolee on the air to talk about why he

or she decided to join the Marines.

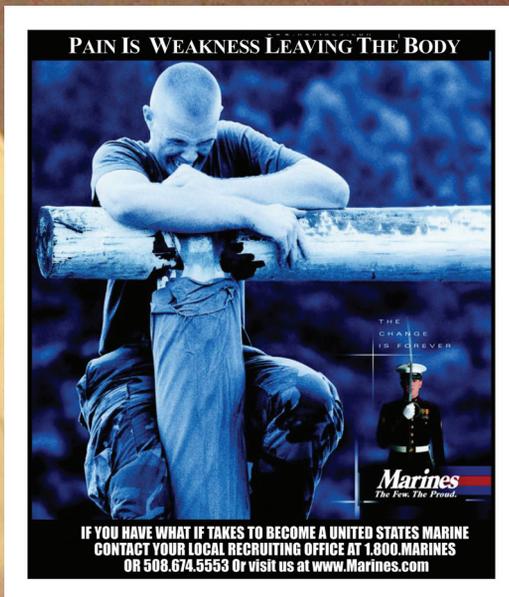
"It gives something the listeners can relate to besides the old recruiter talking," said Killough.

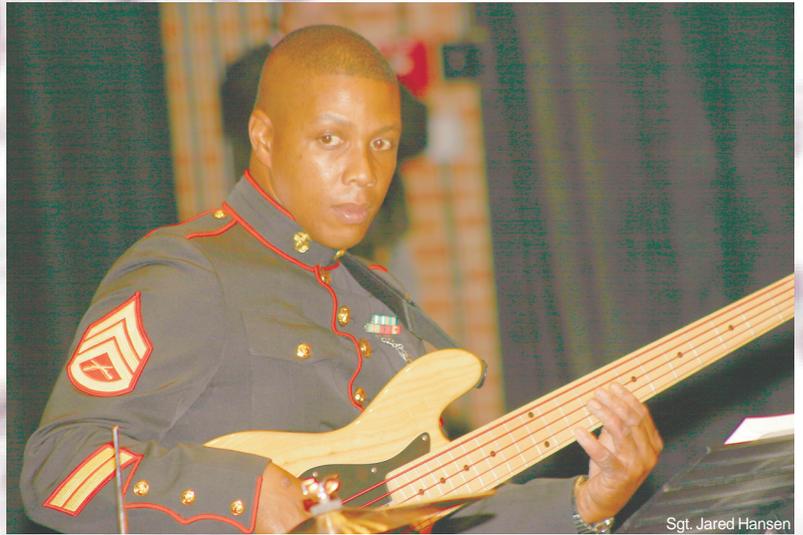
For just \$1,500, the Marine Corps is reaching thousands of potential applicants. According to MacPherson, *The Sports Journal* goes to more than 400 locations in the Falls River-greater Providence, R.I., area. *The Sports Journal Live* has, on average, 20,000 listeners a day, and that number will go up by mid-March when *The Sports Journal Live* airs on WPEP 1570 AM in Taunton, Mass., as well.

The Marines started making appearances on *The Sports Journal Live* in January. Although it's still too early to determine if their appearances have had an impact on their mission, Killough said he's looking forward to coming months when baseball season starts and more people tune in for the Boston Red Sox games broadcast by WSAR.

Staff Sgt. Jonathan Agee, MPA for RS Springfield, is pleased with the package deal with *The Sports Journal* and WSAR because of the amount of exposure it provides, the public relations value, and its low cost.

"Five months of full-page print ads, five months of radio broadcast on two stations and promotional mentions throughout the day cost the Marine Corps \$1,500 total. That's unheard of," said Agee. 🦶





Sgt. Jared Hansen



Sgt. Jared Hansen

Jazz band hits high note with students

by **Cpl. Thomas Lantz**

Recently, five Marines from around the country came together in Trenton, N.J., to form an “All-Star Marine Jazz Ensemble.” The Marines performed for hundreds of guests at Trenton’s newly renovated Patriot Theater.

This year’s event marked the first time Marines have participated in the U.S. Scholastic Band Associations summer lineup, one of many concerts, which are part of this year’s Youth Education in the Arts’ Fifth Annual Brass Concert Celebration.

The All-Star Marine Jazz Ensemble was formed by Staff Sgt. Joshua Stone, musician placement director, 1st Marine Corps District, Garden City, N.Y., in an effort to publicly demonstrate the versatility of Marine musicians and further highlight the enlistment opportunity to local youth.

One such multitalented Marine was Maj. T. Shane Tomko, commanding officer, Recruiting Station Portsmouth, N.H. In addition to being an infantry officer, he is an accomplished pianist and vocalist.

“We had a blast tonight, but more importantly we had more and more students talk to us about the music program and the Marine Corps in general,” said Tomko.

Winston Byrd, Director of the USSBA Honors Jazz Ensemble, commented on the Marines performance and on his opportunity to play alongside the Marines for a portion of their performance.

“I’ve always had a high respect for the armed forces. It was an absolute honor to share the stage with the Marine Corps. They provide this country with absolute protection.”

He later added that playing alongside the Marines was a high point in his career. “The Marines exemplify class, leadership and responsibility. They’re a class act,” said Byrd.

Byrd also said after seeing the Marines up close and personal that he’d have no problem recommending the Marine Corps to a high school or college music student. “First and foremost because [the Marine Corps] instills honor and responsibility,” said Byrd. Terry Fields, alumni of Crossman Drum Corps, also noticed the same multifaceted attributes the Marines convey. “I think it’s great [the Marines] are here to represent our country and also be here with the kids,” said Fields. “They were definitely a show stopper.”



Top photo: Staff Sgt. Michael Diuguid, electric bass, drum major from Marine Corps Logistics Base, Albany, Ga.

Bottom photo: Major T. Shane Tomko, keyboards, commanding officer, RS Portsmouth, N.H., Staff Sgt. Joshua Stone, drums, musician placement director, 1st Marine Corps District Headquarters, Garden City, N.Y., Sgt. Jason Knuckles, saxophone, Marine Corps Logistics Base, Albany, Ga., and Staff Sgt. Timothy Otis, flugal horn, musician placement director, 9th Marine Corps District Headquarters, Kansas City, Mo.



Sgt. Michael Wiener

Above: Recruiting Stations Pittsburgh and Harrisburg maximized their presence by strategically placing banners on the scorers' tables.

Marines pin down leads

by **Sgt. Michael Wiener**

Recruiting Station Pittsburgh and Harrisburg Marines netted more than 500 age-qualified leads and presented the Corps to more than 30,000 spectators after gaining exclusive access to the Pennsylvania High School Wrestling State Championship Tournament March 4-6, at the Giant Center in Hershey, Pa.

The unlimited access was a direct benefit of a partnership with the Pennsylvania Interscholastic Athletic Association and iHigh, a high school marketing network.

“The ability to walk into a high profile event like the state championships and be an integral part of it is invaluable,” said Sgt. Jason Rivera, RS Pittsburgh recruiter. “Our presence here validates our commitment to these kids and also their parents and the community. We’re about more than just snatching up contracts, we’re here to support our community as well.”

During the three days, the District Event Marketing Vehicle and inflatable drill instructor welcomed the tens of thousands of spectators who walked through the Giant Center’s doors. Pittsburgh and Harrisburg Marines netted hundreds of age-qualified leads through the Chin Up Challenge, staged Marine Corps banners on all of the scorers’ tables and provided color guards for the championship rounds.

“Nine or 10,000 eyes were right on us as we marched out for the national anthem,” said Staff Sgt. Miles Lytle, RS Pittsburgh recruiter. “Nobody saw us as recruiters. They saw Marines. I can’t count the number of ‘thanks’ and hand shakes I received.”

Marines also handed medals to the coaches for them to place around the top eight wrestlers in each weight class.

“That kid is going to recognize me the next time I walk into his school,” Rivera said. “He’s going to know that I’m the Marine who gave his coach his first place medal – instant rapport.”

“We’re willing to do pretty much anything in order to accommodate the Marines,” said Mark Byers, PIAA executive director. “It’s my job to ensure the Marines are taken care of and have access to all available assets.” 



Sgt. Michael Wiener

Above: Staff Sgt. Miles Lytle, recruiter, RS Pittsburgh, presents one of the wrestling team coaches a medal at the Pennsylvania High School Wrestling State Championship Tournament.

84 SPOT



courtesy of Staff Sgt. Clarke

Staff Sgt. Brandon M. Clarke RSS Binghamton, RS Albany

“When my master gunny chevrons and my hash marks collide is when I’ll leave the Corps,” said Staff Sgt. Brandon M. Clarke, the 25 - year-old recruiter in charge of the PCS here. “So yeah, I’ll only be out when they kick me out.”

With only one hash mark currently gracing his sleeve, it looks like Clarke will be around for a while. However, he’s not wasting any time working on achieving his goals.

“I want to be in charge of the first mission operation capable joint strike fighter squadron on a med -float,” said the Norwich, N.Y. native, concerning his career ambitions. With recruiting duty currently pausing that ambition, Clarke and wife Maureen are spending their time with three- month old-son Andrew Christopher. 🙌

Getting Out? Stay Connected



Jobs, Housing, Benefits,
Education, Networking

www.M4L.usmc.mil
1-866-M4L-USMC
(1-866-645-8762)