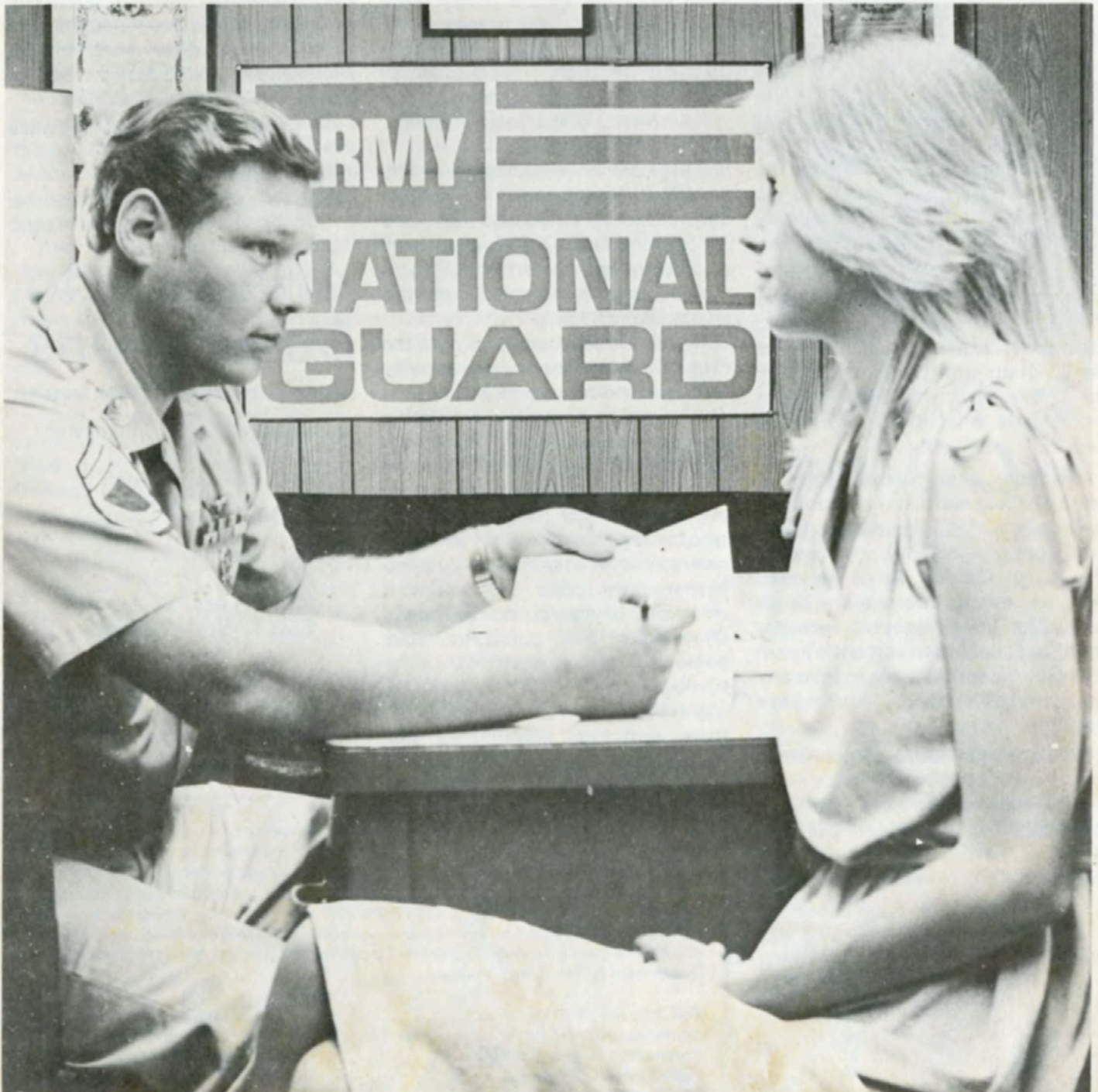


PELIGRAM

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Selling the Guard: *Special people — serving people*

Sergeant First Class Sam Woodruff points out enlistment alternatives to Carolyn Butcher. His selling

must have worked for she is now a PFC Administrative Specialist with Headquarters Detachment, LAARNG.

... from the flagpole

Although the Louisiana National Guard has recently had glowing success in recruiting new personnel, the battle is long from over. With an authorized strength of 9287 and an assigned strength of 7309, the Louisiana Guard is still 1098 short or 78.7 percent of total strength.

But, according to Lieutenant Colonel Orleans A. Jambon, state recruiting and retention officer, the individual member can help to reach this goal of total strength by "talking up the Guard."

Word of mouth is the most important recruiting tool the National Guard has. If Guard personnel express happiness and satisfaction with their role in their unit, they in turn influence others to investigate what the Guard has to offer.

To "talk up the Guard," however, an individual should know as much as possible about the many benefits and options offered by today's Guard. In addition, he or she must get as much information as is available from the unit recruiter prior to speaking to someone about the Guard, and be sure to take any unanswered questions back to the recruiter.

An individual can also get names and addresses of friends and acquaintances who have expressed an interest in the Guard and give these to the recruiter who can pick up the action of "selling the Guard."

Recruiting is a team effort. It starts at the top and works its way down, from the commander to the newest recruit. This means it requires a concentrated effort which must be applied by all members of each and every unit throughout the state. The *PELIGRAM* supports recruiting wholeheartedly. You can, too, by telling a friend about the Louisiana National Guard.



Peligram Bill

To all of us the Guard means different things. To some it means a little extra money per month, free college tuition, two weeks away from home a year, a good paying technician job, good school training at the expense of the government, good job reference, and it goes on and on.

There are unlimited reasons why people join the guard. Any one of the reasons could be a good motivator to join. But how many of you really know, and is willing to accept and sacrifice for, what the guard stands for.

Unlike the RA (regular army), the Guard is established on the state by state basis. But not only are we here for statewide emergencies we are also the reserve force for national defense. At anytime the President of the United States can activate any number of National Guard troops. It could be YOU. Are you aware of what that means? Are you prepared to cope with such a situation? Or are you in the frame of mind that the guard is your personal asset, used for your convenience? THINK ABOUT IT.

Maybe our recruiters should tell their prospects about the real reason the Guard exists. Not to

frighten anyone away, but to let them know we expect more out of guardspeople than good drill attendance. We need people who take pride in their jobs and in themselves. WE NEED MORE THAN A FEW GOOD PEOPLE!

SR O/C Carselia L. Jones

Dear Sr. OC Jones:

You've said a whopper. Thanks.
BILL

Awards and Decorations

ARMY COMMENDATION MEDAL

SSG William S. Vidacovich
MAJ Neal Shields
SFC Dale A. Bierden
SFC Jack F. Moran
SFC Dennis K. McDaniel
SSG Thomas E. Boggan
SFC Keith W. Reed
SSG Thomas D. Arnold
SSG Cecil O. Rickman

LOUISIANA CROSS OF MERIT

LTC Roger Bacon
MAJ Michael Brown
SGM Milton A. Beasley

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Gator Guard AWOL in Seattle

When Colonel Richard Kuntz, commander of the 204th Area Support Group, Louisiana National Guard, returned from summer training recently he was forced to report that four of his most recent recruits had been listed as AWOL.

Instead of returning to New Orleans with the rest of the troops after their two week annual training period at Fort Lewis, Washington, the four recruits, all Louisiana alligators, took refuge at Seattle's Woodlawn Park Zoo where accommodations are in the process of being completed for the park's first armored-skinned residents.

Two of the four Gator Guardsmen were presented to Colonel J.P. Stokes, commander of the 593rd Area Support Group, the "sister" unit for the New Orleans Guardsmen.

The other two rambunctious reptiles were presented to the property officer for the Washington State National Guard by Major General O.J. Daigle, Jr., Louisiana State Adjutant General, and Major Karl N. Smith, Group supply officer who labeled the gators a gift from Louisiana in appreciation for support given to the 204th over the past two years by the 593rd and Fort Lewis.

The unusual gift idea originated as a joke while a select group of personnel from the 204th and 593rd Area Support Groups participated in Winter Reforger "79" exercises in Belgium this past January.

It was thought that no one took it seriously. However, LTC Theodore Ballard, who battled extensive red tape and paperwork to get permission to proceed with such a project, worked to make it a reality.

After much trying Ballard finally received the OK and got four alligators from the Rockefeller Reserve. He and MAJ Smith had the "privilege" of caring for these strange house guests until it was time to leave for Ft. Lewis.

Getting the alligators aboard the plane was no easy chore. Special permission had to be obtained from the plane's captain who wound up having to keep the gators in the cabin with him. Needless to say, he watched them carefully.

Upon arriving at Ft. Lewis, the enlisted men of the 204th built their new comrades a pen complete with mud hole and sunning rocks. In addition, Alligators One, Two, Three, and Four, as they were named, were put on leash and participated in early morning formations with the rest of the troops. The reptiles learned the fundamentals of marching and close order drill, were issued transfer and assignment orders, and were given "Dog" tags and I.D. cards complete with pictures and "fingerprints."

The alligators will be cared for by the 593rd ASG and the 542nd Maintenance unit until their permanent home at Woodlawn Park Zoo is completed.



Marvin is top CO

Captain Charles T. Marvin, New Orleans Area Manager for the Michelin Tire Corporation, was selected the top company commander for 1978 for the Louisiana Army National Guard, and was presented a trophy naming him as such by Brigadier General Ansel M. Stroud, Jr., assistant adjutant general and commander of the 256th Infantry Brigade.

Marvin commands the aviation detachment for the 256th Brigade located at New Orleans Lake Front Airport. He served on active duty from 1966 to 1975 and saw two tours in the Republic of Vietnam.

Marvin's decorations include the Silver Star, the Distinguished Flying Cross with two oak leaf clusters, the Bronze Star with oak leaf cluster, two Army Commendation Medals for heroism, the Purple Heart, and the Combat Infantrymen's Badge.

Captain Marvin joined the Guard in 1977 assuming command of the aviation detachment in November that year.



Guard grows, grows, grows, grows!

by SSG David Smith

For the first time since 1976, the Louisiana Army National Guard has registered net gains in its personnel strength for four consecutive months.

The gains come at a time when senior Guard officers, including Louisiana Adjutant General Major General O.J. Daigle, Jr., are warning of shortages in personnel and the need for a return to some form of registration and induction for selective service.

In Louisiana, the Guard is still roughly 22 percent short of its authorized strength levels, in spite of recent incentive programs for recruiting which offered high school graduates a choice of up to \$1500 in enlistment bonuses or \$2000 in educational assistance.

The Louisiana Army National Guard posted its first net gain in February this year and was followed by other gains in March, April and May.

The last time the National Guard showed a similar period of consecutive gains was in 1976

following a state-wide recruiting drive from June to September.

Some Guard officials are attributing the recent increases to a better product to sell the potential enlistee.

Captain Stafford J. Landry of the Recruiting and Retention Office at Jackson Barracks says the success is due to the Guard selling a better product. He pointed to the many benefits and options now available to potential guard personnel such as free college tuition, one station unit training, enlistment and re-enlistment bonuses, and different periods of enlistment options as key factors in "tailoring our product to more peoples' needs."

Another key to reaching this achievement, stated Landry, is that "technicians are supporting full-time recruiting more than ever." With this attitude of cooperation, the recruiters are allowed more time to achieve their mission of selling the Guard while the technicians handle the administrative tasks needed to complete the enlistment process.

Of the new enlistments posted for April, 62 percent are non-prior service personnel. This means that these people are going to be a part of their unit for a minimum of three years, thereby reducing the time needed for the yearly re-enlistment of prior service personnel.

According to Cpt. Landry, a "raw recruit" is more likely to get involved and be more enthusiastic, therefore acting as a recruiting mechanism for other non-prior service personnel. "This is really where the future lies," he said.

Annual Training has improved greatly in recent years, and Capt. Landry feels that this is due to improved planning and organization.

"Leadership and organization are important from the officers and staff. More importantly, though, is the leadership displayed by the junior NCOs. The NCO Academy at Camp Beauregard seems to be paying off in earnest and is exemplified by the highly successful AT periods of the 256th Infantry Brigade and the 527th and 2223rd Engineering Battalions."

Want to write? Here's how!

If you like to write and want to have your work published, consider submitting stories to the *PELIGRAM* about your unit or anything else you believe interesting.

The *PELIGRAM's* staff can't be everywhere, so we have to depend on "stringers" to get interesting stories and photographs for publication.

Here are some suggestions for stories:

- your unit undergoes an ARTEP at Ft. Polk
- someone in your unit gave first aid after an automobile accident and saved a life
- your squad leader is on the city council

- a blood donor recruitment drive is scheduled for your batallion
- a scout troop has asked your headquarters for a survival demonstration
- the governor had lunch with your company
- a new record was set in the four mile march
- the wives of some men in your unit have a unique way of spending "their" drill weekends
- a sergeant you know meets her automobile note with her drill check.

And there are photo opportunities, too:

- mortar fire
- camouflage training
- obstacle course

- talent show during AT
- fathers and sons or daughters in the Guard
- change of command ceremonies
- training on new equipment.

Photographs should be submitted with information identifying persons in the shot, what the activity is, the unit, when and where it took place.

News stories or features should be typewritten, double-spaced, and contain information on how the *PELIGRAM* can contact you or those you wrote about.

All materials should be submitted to *THE PELIGRAM*, c/o 241st Public Affairs Detachment, Jackson Barracks, New Orleans, 70146.

Happy writing!

Looking back to AT-79



ROTC, Guard membership gets OK

A new program for Guard members will soon see men and women who are members of the Guard able to be members of advanced ROTC program and draw two pay checks simultaneously.

The new program is still in the mill while the final implementing instructions are forthcoming. Yet, the Secretary of Defense has given his blessings to the effort, and some recruiters are already forecasting its coming.

The ultimate result will be to allow members of the Guard to remain active with their units while also being active in an ROTC program aimed at gaining commission. Some Guard officials see the venture as an incentive for individuals to opt for commissions in the Guard and fill present officer vacancies.



LPN program is lauded

The National Guard has a great new program for persons who are interested in becoming licensed practical nurses. This is what two members of the 159th Combat Support Hospital say. And Specialist Sixth Class Robert Gordon and Specialist Fifth Class Leroy Vincent should know because they just completed it.

Under the program, the National Guard member finds a school that offers a state accredited L.P.N. program, and, if accepted, the Guard will pay for tuition, books and uniforms, in addition to giving the soldier basic pay as if on active duty. Upon completion, the

students are prepared to take their state licensing board exams, and at the same time receive the 91C MOS classification.

According to SP6 Gordon, who attended the Orleans Area Vocational Technical School, "It's the best thing going. You come out must better staying here and going to school." He added, "You can then apply for college tuition exemption and go on to get your bachelor degree."

The program certainly seems to be working, for in addition to SP6 Gordon and SP5 Vincent, there are four more soldiers now enrolled in the program.

Dionne Warwick says: "Get your blood into circulation."



Call Red Cross now for a blood donor appointment.



A Public Service of This Newspaper & The Advertising Council

Well done!

Specialist Fifth Class Mary Galeher recently received the 159th Combat Support Hospital's Soldier of the Quarter Award for outstanding service to the unit. She is an emergency room medic for the unit, and in civilian life works at Southern Baptist Hospital as a Respiratory Technician.



Recruiting: Taking a successful Look

Sergeant First Class William L. Look may not have read "How To Win Friends and Influence People." And he might never have read a book on "Salesmanship."

But one thing stands out. With 167 enlistments to his credit from October 1978 to May 1979, Look is clearly "selling" the Guard and having astounding results.

The production recruiter for the 199th Area Support Battalion recently let his area supervisor, Master Sergeant Quentin L. Johnson, in on some of his techniques for success.

According to Look, one of the most significant reasons for his success has been the support from his battalion commander, Lieutenant Colonel Leslie F. Prestridge, who even assigned Look the battalion sedan to use as transportation in his recruiting efforts.

From Look's standpoint, the "gift" of the sedan was almost like "Christmas coming early."

But that was not all. The colonel also made it quickly apparent that he took recruiting seriously and expected his subordinates to do likewise. Junior leaders, key individuals and administrative supply technicians quickly fell in step with the battalion program.

But one of the major keys to his success came from Look's enterprising efforts.

"I started in August of last year," said Look in a recent interview. Aiming his efforts toward individuals who would be high school juniors and seniors in the 79-80 school year, Look mounted an intensive mailing campaign starting with the students' parents.

His mailings included information about the tuition exemption program for Guardsmen at state colleges and universities, and response cards along with the letters.

"The reason for this letter to the parents," Look explained, "was to let them know how Guard

membership for their kids could alleviate the financial burden of putting a youth through college."

After his mailing to parents, Look directed his efforts at the students themselves.

This mail effort took the form of a letter to each student, a copy of the pamphlet on "Why It Pays to Belong," along with a tuition flyer explaining the tuition exemption program, and a response card.

Sgt. Look then followed up on each response he received, considering failure to follow-up on a response card "inexcusable."

Look also visited high schools, 23 of them in fact, and worked up a third mailing to juniors and seniors.

This time, however, Look added information about the split training option and listed specific jobs which were open in the units.

In January 1979, he launched into his fourth mailing program, with a fifth in March and a sixth mailing in the same month. Each mailing provided information on the split

training option, the enlistment bonus programs and specific job openings in the unit.

The results for Look almost "poured" in. From October 1978 to May 1979, his 167 enlistments were the high for the state, with 113 of the enlistees without prior service, a fact which means they will be in the Guard for a while.

And of the men and women enlisting who had no prior service record, 96 were recruited directly from high schools and more than half of them were high school juniors.

Look's efforts, in essence, are paving the way for continued progress in improving the personnel strength of the Guard in the state. And although he has already spelled out some of the reasons for his success, his reputation as a professional recruiter continues to place him in a position where he can peer back at other recruiters and say, "Take a good 'Look' at how it's done."



"Just a moment there, Hogan. That's cheating!"

Garrett commands 159th TFG

A former member of the Louisiana Air National Guard has returned to Callender Field to take over the reins of his one-time Air National Guard home.

He is Colonel Marion D. Garrett, who recently assumed command of the Air Guard's highly regarded 159th Tactical Fighter Group. Formal change of command ceremonies are slated for August after the unit has undergone its Annual General Inspection.

Colonel Garrett returned to Louisiana from a post with the Georgia Air National Guard as the Air Operations Officer for the 116th Tactical Fighter Wing working out of Dobbins Air Force Base near Marietta, Ga.

From February 1969 to January 1971, the native of Greenville, North Carolina, served with the Louisiana Air Guard under the command of the man he has replaced, Colonel Samuel E. Wilcox who retired in June.

Garrett was with the Louisiana unit from 1971 when he worked as an Air Guard technician and commander of the 122nd Tactical Fighter Squadron, until 1973 when he transferred to Georgia to become the director of operations and air technician operations supervisor with that state's Air National Guard.

He received his basic pilot training at Luke AFB, Arizona, and, from 1961 to 1965 was assigned to the 50th Tactical Fighter Wing in West Germany while on active duty.

A graduate of the Air Command and General Staff College and the Industrial College of the Armed Forces, Garrett holds the Louisiana Cross of Merit and the Georgia Commendation Medal among his awards and decorations.



CONGRATULATIONS—SGM Milton A. Beasley, senior enlisted advisor to the Louisiana Army National Guard, is congratulated by Brigadier General Ansel M. Stroud, Jr., assistant adjutant general, after being presented the Louisiana Cross of Merit upon his retirement from active duty. (LANG Photo)



ROUNDUP & ROLLCALL

Election time is rolling around, so be sure you are registered to vote. Primary elections are slated for October 27 with General elections scheduled for November 6. You must be registered in Louisiana at least 30 days before the election.

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The **101st General Conference** of the National Guard Association of the United States will take place 8-10 October 1979 in Cleveland, OH.

The National Guard **Enlisted Association** of the United States will hold its conference in Phoenix, AZ 9-13 September this year.

Anyone wishing to attend these conferences should contact COL (ret.) William Hogan by writing NGALA, Jackson Barracks, New Orleans, LA 70146.