



The CADET

U.S. Army Cadet Command's quarterly magazine

Summer 2012 Vol. III Issue II

Navigating the
SEAS
of social media

*How to make
your approach effective*

New era begins

*Army ROTC officially returns to
Harvard University*

West is best

*Texas school wins first JROTC
Army Nationals drill meet*





Maj. Gen. Jefforey Smith, left, is congratulated by Maj. Gen. Mark McDonald after the change of command ceremony. Photo by Steve Arel

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On the cover: (Top) Maj. Gen. Jefforey Smith receives a two-star flag after being promoted prior to the Cadet Command change of command. Photo by Steve Arel

Social media has become a standard communication tool. Cadet Command units can greatly benefit from this online phenomenon. Illustration by Terry Eggleston

The Cadet

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An impressive start

Events provide opportunity to witness command's 'superb quality'



My first few weeks of commanding U.S. Army Cadet Command could not have been more inspiring. As we close out the 2012 academic school year and gear up for a summer of training for our Cadets, I'd like to share with you a few of my early observations.

First, our No. 1 mission is to develop the best officers and leaders for our Army, and we have the right team to do just that. I've had the opportunity to witness the superb quality of our Cadets and the true professionalism of our cadre and staff. Each member of Cadet Command should take pride in this year's commissioning class and know you have made a difference in the lives of many people.

As a legendary college football coach once said, "You win with people." It has been through your dedicated service and focused commitment to pursuing excellence in academics, fitness and leader development that we can make a distinctive mark on the next generation of officers to meet our future security challenges.

Second, our Cadets possess adaptive, innovative and critical thinking skills that we need in today's Army and in the future – we must continue to focus in these areas. My first chance to visit a school and meet our Cadets was at the Virginia Military Institute as part of the George C. Marshall Awards Ceremony and Seminar in Lexington, Va. The top senior Cadet from each of our 273 programs was afforded the opportunity to participate in several seminars and to hear from the Army's top leaders.

Their level of knowledge and understanding of top line national security issues and the recognition that there are no predetermined solutions to problems was encouraging. The Cadets heard from the 38th Army chief of staff Gen. Ray Odierno, the Training and Doctrine Command commanding general, Gen. Robert Cone, and the Army Materiel Command

deputy commanding general, Lt. Gen. Dennis Via. This year's Marshall Award winners will long remember some of the lessons and comments shared by these leaders – they also made a positive impression with our senior leaders.

Third, and equally impressive, was the physical and mental prowess demonstrated by our Cadets at the annual Sandhurst Military Skills Competition at the U.S. Military Academy at West Point, N.Y. Eight ROTC teams competed in a two-day competition against teams from West Point and other service academies, as well as international teams such as Great Britain, Canada, Taiwan, Chile and China. The competition was a physically and mentally demanding event that pushed the competitors to their limit, individually and collectively. As our Cadets crossed the finish line on that last day, I felt a great sense of pride in how well they represented Army ROTC. Their performance was reflective of what is expected of leaders – to build agile, effective, high performing teams.

Finally, I am humbled by your steadfast dedication, true professionalism and commitment to the profession of arms. Whether you are a professor of military science, senior military instructor or Department of the Army civilian, you have my utmost respect and admiration for what you do every day to develop the next generation of officers.

And to our Cadets, you also have my respect and admiration for aspiring to a become an Army commissioned officer – over the last 236 years, the United States Army has proudly served the nation, and it is leaders like you who have risen through the ranks of ROTC who have made a difference in winning its wars. It is an honor to serve in your ranks – you have my full trust and confidence.

Leadership Excellence!

Maj. Gen. Jefforey A. Smith
Commanding General
U.S. Army Cadet Command

Around the command

News, notes and updates from across Cadet Command

Army ROTC teams dominate memorial march



St. John's (Minn.) University Cadets run across the New Mexico desert during the Bataan Memorial Death March. Photo by John Wayne Liston

WHITE SANDS MISSILE RANGE, N.M. – The 23rd annual Bataan Memorial Death March honored those who survived or succumbed to the cruel and grueling nine-day, nearly 90-mile trek through the tropical heat of the Philippines.

The memorial event held in late March took marchers on a 26.2-mile or a 14.2-mile rugged course over sand, dirt and asphalt, up steep hills, past snakes, cacti and dust – lots of dust. It will never be the same as what the men of the Bataan Death March endured, but the hardships and difficulty of the memorial course reminded people of the sacrifice and courage of those the event honored.

This year saw 6,789 participants from all over the world descend on White Sands Missile Range in Las Cruces. It was the largest turnout in the history of the event.

ROTC made a strong showing at the event

with 10 teams in the light category, 21 in the heavy and 13 in the JROTC division coming from 16 states and one JROTC team from Canada.

Army teams swept all ROTC divisions.

In the ROTC Light Division, St. John's University of Collegeville, Minn., took the top three spots. The ROTC Heavy Division was won by the University of Colorado – Boulder. Brigham Young finished second, with Colorado State coming in third.

In the JROTC division, Las Cruces High School was first. Bel Air High School, of El Paso, Texas, and Cleveland High School, of Rio Rancho, N.M., were second and third, respectively.

This marked the 70th anniversary of the actual march in which soldiers from the Imperial Japanese Army tortured surrendered Allied forces from the Philippines' Bataan peninsula.

The Bataan Death March started with 76,000 people and ended with only 54,000, and those

who endured faced a continuing struggle of survival in brutal Japanese prison camps.

A highlight of the weekend for University of New Mexico Cadets was the adoption of a new battalion patch featuring some of the original heraldry of the "Battling Bastards of Bataan." Attending survivors of the Bataan Death March helped place the new patch on Cadets' uniforms.

"Every bit we learn about Bataan means so much to us, and we try to respect and honor them as much as we can," said Adam Arnold, the Cadet battalion commander.

At the inaugural Bataan Memorial Death March in 1989, the New Mexico State University ROTC program took on the name Bataan Battalion, but there was never a patch.

After approval this year from the U.S. Institute of Heraldry, Cadets now have the symbol to match their name.

N. Ga. College Cadets, cadre earn regional shooting honors

Members of North Georgia College and State University's Army ROTC combat shooting team recently won titles at the Fort Benning Maneuver Center of Excellence's Rifle Championships.

Facing competition from the active, Reserve and National Guard components and other ROTC programs from Georgia and the surrounding area, North Georgia won the late-February event's team crown by posting the

high scores in the Command Sergeant Major's Team Match. The team consisted of Cadets Karl Knowlton, Weston Lee, James Webb, Allen Dennis and coach/advisor Sgt. Maj. Timothy Foster.

Third place overall went to North Georgia cadre member Sgt. 1st Class Timothy Bare, who also won a bronze Excellence in Competition badge. In all, 85 competitors and 12 teams took part.

North Georgia's success at the rifle championships came on the heels of a third-place finish at Fort Benning's Pistol Championships.

Going against 80 competitors and 10 teams, the North Georgia College team consisted of Knowlton, Lee, Webb, Gabrielle D'urso and Foster.

Webb placed second individually overall, and he and teammate Cadet Daniel Millard won bronze Excellence in Competition badges.

Around the command

News, notes and updates from across Cadet Command

Public affairs staffers receive Army-wide awards

The Cadet Command Public Affairs Office earned seven awards in the annual Keith L. Ware competition, which recognized the Army's top journalism and public affairs work from 2011.

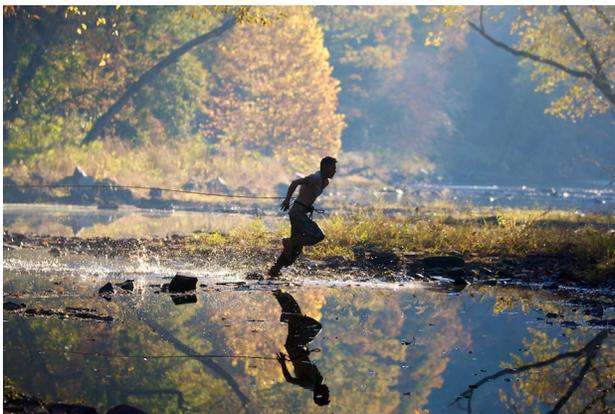
Command public affairs members received honors in writing, photography and videography, including one first place.

The awards:

First place went to Steve Arel, Cadet magazine editor and command information chief, for a photo he shot in November at the National JROTC Raider Challenge Competition in Georgia of a Cadet running a rope across a stream.

Second place went to Arel for a story about Ringgold (Ga.) High School Cadets competing in the national JROTC drill meet just days after a tornado ravaged their community.

Second place went to John Wayne Liston for a video about ROTC Cadets competing in



This image from the 2011 JROTC National Raider Challenge Competition received top honors in the Keith L. Ware contest. Photo by Steve Arel

the Army Ten-Miler.

Third place went to Arel for a collection of stories on the launch of Project PASS.

Third place went to Liston for photojournalism with a story and photos spotlighting Rio Grand City (Texas) High School, which boasts the country's only JROTC mounted color guard.

An honorable mention went to the Cadet magazine in the magazine format publication category.

An honorable mention went to Arel for a story on Army ROTC teams competing in the prestigious Sandhurst Competition at West Point, N.Y.

An honorable mention also went to Thomas Gounley, an intern last summer with the Leader's Training Course, for a feature he wrote about a Cadet whose luggage was lost en route to training, leaving him only with the footwear on his feet – a pair of lime green cowboy boots.

Command makes ROTC smartphone apps available

Cadet Command wants Army ROTC to connect digitally to America's young men and women. So it has created a smartphone application that details the opportunities available to those looking to serve their country through Army ROTC.

The app is available for the Android and iPhone platforms via links through Cadet Command's website, www.cadetcommand.army.mil. It can also be reached by scanning the code below.

The app, the logo of which is the command's leadership-excellence patch, puts most everything a prospect might want to know about Army ROTC at their fingertips.

There's a list of each of the 273 host programs nationwide, along with links to those that have websites, including the 1,000-plus partnership schools.

Scholarship information is available, including breakdowns of the types of scholarships available, steps on how to apply and timelines.

There's also a section dedicated to personal and professional development, explaining the types of schools and internships available to those in ROTC.

The app developer, Curt Arbtin, describes it as the "digital handbook of Cadet Command." Those with feedback or suggestions on the app can contact Arbtin at curt.arbtin@usacc.army.mil.

To access the apps, scan the code below with your smartphone.



6th Brigade instructor becomes top NCO

Sgt. 1st Class Heriberto Reyes, an instructor at Augusta State University in Georgia, is Cadet Command's 2012 NCO of the Year.

"I didn't do this by myself," he told his competition sponsor after being named this year's winner in March during a competition at Fort Knox, Ky.

Vying against Reyes were Sgt. 1st Class Timothy Bare, of North Georgia State College and University, Staff Sgt. Nestor Torres, of 2nd Brigade headquarters, and Sgt. 1st Class Justin Hamblin, of Siena College. Torres finished second.

With the victory, Reyes advances to the Training and Doctrine Command competition in July at Fort Eustis, Va.

Reyes shined in the Cadet Command event from the start, posting a 273 in the opening PT test. He then went on to hit 34 out of 40

targets during weapons qualification, and built a lead by finding all four designated points on the land navigation course.

It turned out to be a lead he would never relinquish.

"He worked hard, and earned it," said Master Sgt. John Price, the senior military instructor at Augusta State and Reyes' competition sponsor. "The best warrior won."

Command Sgt. Maj. Hershel Turner, Cadet Command's command sergeant major, applauded the effort of the four contestants, saying he was proud of their showing.

Command Sgt. Maj. Darin Smith, 1st Brigade command sergeant major who served as president of the board, challenged the participants to pass along their experiences to other Soldiers and to encourage them to compete in the future.

Back *on* Board



Lt. Col. Tim Hall, professor of military science for the U.S. Army ROTC Paul Revere Battalion at Massachusetts Institute of Technology, mounts a historic saber presented to the first commander of the Harvard Regiment. Capt. Constant Cordier so impressed the members of the Harvard Regiment that they presented him with an Army officer's saber May 30, 1916. Photo by Lt. Col. Matt Hackathorn

Army ROTC officially returns to Harvard University after 36-year absence

By Lt. Col. Matt Hackathorn
U.S. Army Cadet Command

CAMBRIDGE, Mass. – March 28, 2012, represents the latest historic event in the long and prestigious partnership between the U.S. Army and Harvard University. The day marked a formal recognition of Army ROTC's return to Harvard's campus.

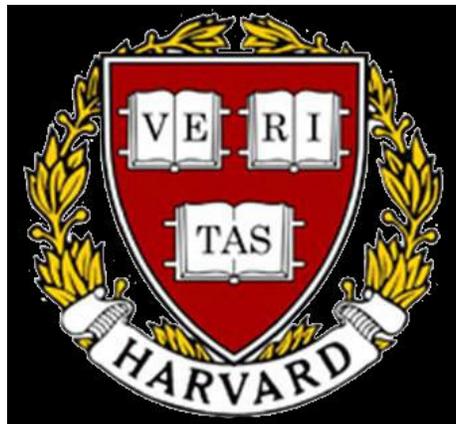
It had been 36 years since the department left amid national turmoil and controversy.

But March 28 was much more joyous and positive, with a host of dignitaries commemorating the event. Among them were Harvard President Drew Faust, Harvard Dean Evelyn Hammonds, U.S. Army Cadet Command Second Brigade Commander Col. Twala Mathis and Lt. Col. Tim Hall, professor of military science for the nearby Paul Revere Battalion at Massachusetts Institute of Technology.

The welcome ceremony and ribbon-cutting signified an important step forward in the Army's partnership with Harvard University. Army ROTC had not had an official on-campus presence since 1976.

While not officially recognized, Army ROTC Cadets have attended the university through a partnership with nearby MIT.

"Harvard University, the oldest university in the U.S., is undoubtedly one of the finest institutions of higher learning anywhere in



the world," Mathis said. "The U.S. Army and Harvard have a rich and distinguished connection that has continually grown and developed through modern times, and our partnership will help make the military stronger and our society better as a whole."

Faust also praised the partnership as invaluable to not only Harvard students, but also to the nation.

"Harvard University has produced more Medal of Honor recipients for the U.S. military than any other institution of higher learning," she said.

"Military service is certainly one of the highest forms of public service, and Harvard scholars now have better access to becoming heroic

Soldiers in times of war and peace."

Army and Harvard officials agree the Army will benefit from an increase in Harvard Cadets serving as second lieutenants.

Army ROTC's official return to Harvard came roughly a year after Congress' decision to rescind the "Don't Ask, Don't Tell" law that had prohibited gays and lesbians from openly serving in the U.S. military. Harvard officials long said they would welcome back ROTC when the policy was overturned.

They made good on that promise.

One of the tasks Hall performed after the ceremony was remounting a historic saber presented to the first commander of the Harvard Regiment. Capt. Constant Cordier so impressed the members of the Harvard Regiment that they presented him with an Army officer's saber May 30, 1916.

Hall elaborated on some of the changes that will occur as a result of the new partnership. Starting immediately, the battalion began conducting physical training once a week on Harvard's campus.

"Additionally, starting in the fall of 2012, we will offer our freshmen courses on Harvard's campus, in addition to my offerings at MIT, on a pilot basis, to determine if there is sufficient student interest to justify further offerings of courses at Harvard," he said.

Making a difference

Fullerton friend of ROTC latest DePuy recipient

A woman with short blonde hair, wearing a grey coat and a patterned scarf, stands smiling in front of a stone wall. The wall has 'FULLERTON' in large blue letters and 'COLLEGE' in smaller yellow letters below it. The background shows green trees and a clear sky.

FULLERTON
COLLEGE

By Jeremy O'Bryan
U.S. Army Cadet Command

A college faculty member who helps young people plan their careers – and who is an ardent supporter of Army ROTC – is the latest recipient of Cadet Command's highest individual honor.

Dr. Rebecca Morgan, a career counselor at Fullerton College in California, was recognized with the General William E. DePuy Award for the amount of personal time and effort she has invested to influence the success of Army ROTC programs in Southern California.

The commander of Cadet Command's 8th Brigade, Col. Charles Evans, will present the award to Morgan in a ceremony this month.

"I have never been associated with a person who continually promotes ROTC and the Army as much as she does," said Lt. Col. Jon Nepute, professor of military science at California State University-Fullerton, who nominated Morgan for the award.

The DePuy Award was created in 2005 by Cadet Command to honor individuals who have provided significant support to Army ROTC. It is named for the first commander of the U.S.

Army Training and Doctrine Command – an Army ROTC graduate and a strong supporter of the program.

Morgan said she didn't expect the honor.

"I didn't realize people were paying attention," Morgan said. "I was just doing what I do, helping young people find direction and trying to open doors for them. It's nice to be recognized; it's icing on the cake."

In 2008, Morgan was recruited to help start an Army advisory board in the Los Angeles area to bring together local educators, businesses, community leaders and Army recruiting and ROTC officials to generate support for area Army programs. In 2010, the Southern California Army Advisory Council emerged from that organization, with Morgan as its chairwoman.

Through her position on the advisory council, she has developed a keen interest in and an effective support platform for Army ROTC.

Morgan has been invited to numerous events to address business leaders and military leaders alike. In March 2011, she was invited by Lt. Gen. Benjamin Freakley, then-commanding general of U.S. Army Accessions Command, to

DEPUY continued on page 20

change at the TOP

Smith replaces McDonald as Cadet Command's commanding general

By Steve Arel

U.S. Army Cadet Command

Maj. Gen. Mark McDonald's tenure might have only been 16 months, the shortest stint of any Cadet Command commanding general. But what his time lacked in length it proved extensive in historical significance.

McDonald, the organization's first two-star commander to serve at Fort Knox, bid adieu April 6 in a change-of-command ceremony on Brooks Field as Maj. Gen. Jefforey Smith became Cadet Command's 10th senior leader.

"The timing isn't exactly what we would have liked to have had," McDonald said. "The opportunity to command this installation is too short, and I'm sad to be leaving. But it's time, as I've got my orders.

"I'm so proud to have had the opportunity to spend some time with you and help make this place a little better."

Smith's transfer entailed little movement. He had spent the last six months as director for U.S. Army Accessions Command Discontinuation Task Force. In that role, he was charged with bringing the recently discontinued Accessions Command at Fort Knox to its end, which is scheduled for September.

Now, the Ohio State University Army ROTC alum will lead the organization where he began his military career. That's a challenge Smith relishes.

"This is a unique opportunity," said Smith, who was promoted to major general shortly before assuming command. "I want to make a difference."

McDonald, a field artillery officer, moved on to become commander of the U.S. Army Fires Center of Excellence and Fort Sill, Okla.

He is no stranger to the post. McDonald previously served there as assistant commandant of the Field Artillery School and as the post's deputy commanding general.

After Cadet Command cased its colors in fall 2010 and moved to Fort Knox from Fort Monroe, Va., as part of the 2005 Base Realignment



Maj. Gen. Jefforey Smith takes the Cadet Command colors from Lt. Gen. John Sterling Jr., TRADOC deputy commanding general, during the change of command ceremony. Photo by Steve Arel

and Base Closure Commission mandate, McDonald became the command's first commander to be based in Kentucky, taking over in November 2010.

Under his leadership, the command surpassed its Fiscal 2011 mission of 5,350 by commissioning 5,451 new lieutenants into the officer corps. It was the first time since 2009 that Cadet Command made its mission, and that tally represented the highest total commissions by the command in more than two decades.

With the deactivation of Accessions Command and retirement of Lt. Gen. Benjamin Freakley, Cadet Command was designated Fort Knox's senior command in January. As its chief, McDonald assumed the additional role of post commander.



Col. Peggy Combs, Cadet Command's deputy commanding general, leads the national and brigade colors during the change of command ceremony. Photo by Steve Arel

In those two months, McDonald extensively promoted the post – its activities and its people – reaching out to those throughout the community. He conducted a weekly radio call-in with the area's largest station, touting everything from tax services to movies.

He and his wife, Connie, even held an open house – believed to be a first-of-its-kind event – to give residents a rare look inside the historic residence that has been home to post commanders since 1939. They also held family forums at varied events throughout the year.

"The community partners here have a greater love of Fort Knox and their Soldiers than any post I have ever seen," Maj. Gen. McDonald said. "You all give over-the-top support and have been extremely flexible because we have changed the face of this installation over the last few years."

Smith, an Elizabethtown, Ky., native, is a 29-year veteran infantry officer. He has held a variety of leadership positions throughout his career.

Smith deployed to the Middle East during both Iraq wars. He led a rifle company during Operations Desert Shield/Storm and directed a brigade combat team during Operation Iraqi Freedom.

During the conflict in Afghanistan, he worked with NATO as the assistant commanding general for police development.

In his new position, he said he wants to build upon the foundation laid by his predecessors.

"What could be more exciting and fulfilling and more important than producing the best military officers in the world, motivating young people to be better

citizens and providing Soldiers, civilians and their families a quality of life commensurate with the quality of their service?" Smith said.

Though April's ceremony was hailed largely as a Fort Knox change of command, Brooks Field portrayed a distinctive Cadet Command feel.

The hour-long event spotlighted Cadet Command's pageantry, with colors

from each of its eight brigades and all 273 host Army ROTC programs fluttering in the breeze as they were held by a line of Soldiers.

Lt. Gen. John Sterling Jr., deputy commanding general/chief of staff of the Training and Doctrine Command and the change of command's presiding officer, applauded McDonald's success at Cadet Command. At the same time, he heralded Smith as a leader who will continue to move the organization and Fort Knox forward.

"The Army sends us another commander just as capable," Sterling said. "With your outstanding record of service ... you certainly have all the experience and background that ensures continued outstanding development of young officers that will lead our Army in the future."

Cadet Command's line of leadership



Maj. Gen. Robert Wagner
1986-1990



Maj. Gen. Wallace Arnold
1990-1993



Maj. Gen. James Lyle
1993-1996



Maj. Gen. Stewart Wallace
1996-2000



Maj. Gen. John T.D. Casey
2000-2003



Maj. Gen. Alan Thrasher
2003-2005



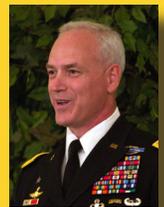
Maj. Gen. W. Montague Winfield
2005-2008



Maj. Gen. Arthur Bartell
2008-2010



Maj. Gen. Mark McDonald
2010-2012



Maj. Gen. Jefferey Smith
2012-present

Drawing up a social media plan



Used effectively, online technology provides a vital link for connecting with prospective future leaders

Story by Rachael Tolliver
U.S. Army Cadet Command

Whether chatting with family and friends or promoting a business, social media has become the most popular means of gathering information and communicating. For many, social media participation boils down to two questions:

How do we use this medium?
Why should we participate?

Ten years ago a news story's success could be measured by the size of a newspaper's circulation, or the number of clicks on a website. Today, measurements of success are about trends and human feedback.

For example, Facebook has more than 750 million active users, and according to Compete.com, Facebook is currently the second most popular website in the world, next to Google. Compare that to the circulation of the best regional newspapers or the ratings of the best local TV news stations, and social media beats them all.

From the perspective of Army ROTC recruitment, you have to get people actively engaged if you want your message out there.

Peer-to-peer sharing

While interaction and feedback are important elements in social media, the bridge between those and successful communication lies in peer-to-peer sharing. Without a trusted sharing source, people don't pay attention.

Jason Falls, CEO of Social Media Explorer, said peer-to-peer sharing is successful because you trust people you know.

"You don't trust buildings, logos or companies," he said. "When those people are individuals you know, like or trust, you feel the information you're getting is ... relevant to your experience because the source is someone more like you than others.

"Social media marketing is really about helping companies become a peer — someone who is known, liked and trusted, so the information they share with customers is more relevant and trusted."

Creating that relationship requires knowing your audience and engaging them.

"Social media is more than just a platform for sending out information," said Jeremy O'Bryan, U.S. Army Cadet Command's Web and social media chief. "It's designed to enable a conversation between you and people interested in your brand, or your endeavor or cause. The conversation you engage in gives you an opportunity to build goodwill by making a personal connection with your audience."

And that is one reason social media is so popular — individuals feel empowered, and they listen to suggestions from people they know and trust.

Picking platforms

When people talk about social media, the term applies to a broad range of social sites designed so people can interact around events, themes, interests and ideas. The formats range from photo formats, to Tweets, blogs, mini-blogs — hundreds of sites exist. While a Facebook page fits in with most social media objectives, where else does ROTC need to be?

The trick is to define your audience, sites they use most and your goals.

Staff Sgt. Dale Sweetnam, the noncommissioned officer in charge of the Online and Social Media Division at the Department of the Army Office of the Chief of Public Affairs, said searching for social media platforms requires a plan.

"It is very common for Army organizations to fall into the 'shiny object' trap. When organizations hear about a new platform, they immediately think they should be on it, but that's not the best idea in most cases," he said.

"When an organization considers starting a presence on social media, they should first

know what they plan to achieve with social media. Then, they should look at all the platforms and determine which platform works best with what they're trying to achieve. Also, evaluate new platforms like Google+ and Pinterest before rushing out there and developing a presence."

Each platform has different purposes and different elements to consider. For example, photo social sites are popular because, as the cliché goes, a photo speaks a thousand words. But those photos still need an introduction to explain what's going on in the image.

Newspapers and other media call this a "cutline," also known as a caption.

"The cutline gives essential information like who's in the photo and what's taking place — maybe where it's happening — whatever your audience might be interested in knowing," O'Bryan said.

Accessibility

Access to your audience is easier than ever because of the portability of devices.

Falls, who co-authored a book on social media, said that because mobile apps and portable devices are readily available, your audience can tap into their trusted sources any time they need or want.

"There's no question mobile has had a big role in driving more social media adoption," he said. "The ease of use of mobile apps that allow users to stay connected when they're on the go means you can tap into your trusted networks when you're shopping, share content, pictures or when you're out and about with your family."

Mark Mohammadpour, director of digital strategy at public relations firm Weber Shandwick, agreed, saying the immediate exchange of information has power.

"The power of being able to quickly take a photo or video of an event and be able to share (and receive feedback) immediately through mobile devices has completely changed the way information is shared," he said. "Mobile devices are changing the definition of our virtual environment by allowing us to connect to anyone, anytime, anywhere.

"What's made it more powerful in recent years is, first, a reduced-cost barrier to entry in purchasing these devices and second, the rise of Internet accessibility, in particular through Wi-Fi networks."

How can you use that mobile connection?

An example would be a group of Cadets who Tweet or post to Facebook while attending their school's basketball tournament or a

Recipes for success

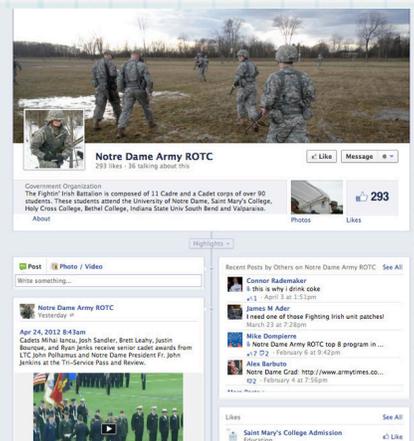
Those looking for some examples of ROTC Facebook or Twitter pages that look good and generate traffic will find many to choose from.

For example, on Facebook, schools such as Notre Dame, Texas A&M, SUNY-Plattsburgh and Florida International and Nevada - Reno all have good things going for them. First of all, they feature a lot of photos of different Cadets.

Like the saying goes, photos speak a thousand words, and seeing different faces inspires the friends and families of those people to check in to the site, or link to the post. There is some humor as in Notre Dame's recent post, "What do you mean I can't branch Army Dance Team Corps?" and an annual class dance-off post. There are shared links, and guest bloggers.

Most importantly, there is interaction. If a visitor asks a question or makes a comment, someone conducts research and returns with an answer.

Twitter offers several communication opportunities as well. Among the many high-speed schools to follow are KU_armyrotc, APSU_rotc, BYUOTC, KSUROTC (internal use) and Austin Peay. When you visit these sites you'll find Tweets congratulating Cadets, announcing photos to view or relevant college and Army information, announcing results from an event, asking trivia questions and reposts.



Notre Dame Army ROTC's facebook page.

SOCIAL MEDIA continued on page 10

SOCIAL MEDIA, continued from page 9

popular school event. Members of your audience not at the event will follow. And the video clip or photos of that game-winning shot or magnificent dunk can be shared immediately. The message here: Look at what some of our Cadets are doing.

Audience

But becoming a source for peer-to-peer sharing, or being considered a peer, is not as easy as saying “hi” and posting a link. You have to get to know your audience and earn their trust.

It’s pivotal to know their makeup.

“If you don’t take the time to know who they are and what they’re interested in, you miss an opportunity to make someone feel like their part of your ‘thing,’” O’Bryan said.

And that’s what people seek, what social media is all about – being part of something.

“Cadet Command’s social media audience is a complex organism,” O’Bryan said. “It’s composed of Army Cadets from both junior and senior programs, cadre and other staff from the programs across the country and all our headquarters. (It is also made up of) family members of both of those groups, community and agency leaders, news media interested in what we do, even prospective Cadets.”

Now what?

After determining the audience and how best to reach them, how do you become “social?”

Realize your social media sites — whether one or five — require regular updates. But not automatic posts, or an hourly post that simply indicates your organization is alive. To have a virtual community, you have to participate. Social media is a social community that thrives on interaction and often bridges geographical boundaries so people can connect, talk and interact.

“Content is king, and engagement is not optional,” Sweetnam said. “If you maintain a social media presence, you must work hard to develop and share content that will encourage your audience to engage. You want to not only inform, but you want to bring them behind the curtain

of your organization.

“Photos and videos are incredibly successful on social media, but so are well-crafted posts and Tweets linking to an interesting story. The way we encourage social media managers to think about posts is to simply ask themselves, ‘Would I want to read this on my Facebook or Twitter feed?’”

In addition to producing good content, you have to engage. Sweetnam said answer questions on your wall, engage in the conversation and stay connected to those you hope to communicate with. By listening to your audience you can get a feel for what they want. More importantly, honest engagement helps establish you as a reliable peer.

Be sure to mix things up. Posting command and organization messages is necessary. But if you want people to follow your page, keep it entertaining. Since the ROTC audience is very diverse, only some are interested in command posts and organization messages.

Some suggestions might include sharing interesting links, asking trivia questions, posting a photo of the week – or asking followers to send you photos to be considered for your “photo of the week.” These are some items your audience will likely share with others, which will draw attention to your pages, and ultimately, your message.

Security

Operational security is always a concern on the Internet, and social media use is not without risks, Sweetnam said.

For example, when considering tagging your location, ponder these questions: Does anyone really need to know where I am? Can this post make my home an easy target for a robbery, or does it make me an easy target because a less-than-honorable person now knows where I am?

The OCPA social media handbook says identifying a location in a photo outline is OK, but a real-time location tag is potentially dangerous. And consider whether to make personal information public.

Sweetnam suggests reading “OPSEC And Safe Social Networking” and “Dangers Of

Location-Based Social Networking and Geotagging.” Both presentations are about 11 pages and can be found on the Army’s slideshare site — www.slideshare.net/usarmysocialmedia. He also encourages site managers to remember to put their site’s “Terms of Use” agreement someplace on the page, as well as a disclaimer.

O’Bryan said social media sites differ, but most disclaimers are usually in the “about” section of a site. This lets people know what is authorized when interacting on the platform and publicizes disclaimers to any endorsements.

Exposure

Getting exposure to your social media sites is as easy as linking to school literature or pasting it on objects.

“What’s cool about using social media is it’s ubiquitous,” O’Bryan said. “You can establish a Facebook page or Twitter account and plaster that link on every pen, T-shirt, bus top bench or billboard. People can interact with you online. They can ask any question they want or just gather information. Battalions can have their social media links advertised on campus, in school literature — there’s an almost endless canvas available.”

And linking one site to another is one more way to get sites noticed. In some instances, OCPA content works on multiple platforms so it’s posted in multiple locations. For example, if there is a good YouTube video, it is linked to the video on Facebook and then a link Tweeted about the video on Twitter. Sweetnam added that much of the Army’s social media content links back to the Army.mil homepage to get people back to the official site as much as possible. Similar practices can be used for ROTC and Cadet Command social media sites.

The point of a social media presence is to communicate the ROTC message to as many people as possible, and in turn, perhaps some of the young adults in our audiences will want to join the program. Engagement is key, and content is important, Sweetnam said.

“Social media is not a fire-and-forget medium,” he said. “You have to stay connected to those (with whom) you hope to communicate.”

Help is just a click away

The following links provide some useful information and ideas for those looking to expand and improve their social media presence:

<http://www.slideshare.net/usarmysocialmedia>. Army’s Slideshare site, which houses all of the Army’s social media-related documents, social media presentations and a digital copy of the Social Media Handbook.

<http://www.army.mil/media/socialmedia/>. The U.S. Army’s social media directory.

<http://socialmedia.defense.gov/learning-and-resources/training/social-media-guides/how-toguides/>. Provides step-by-step instructions on

how to set up pages.

http://cups.cs.cmu.edu/antiphishing_phil/. Anti-Phishing Phil is an interactive game that teaches users how to identify phishing URLs, where to look for clues in Web browsers and how to use search engines to find legitimate sites.

www.onguardonline.gov. OnGuard Online, an online publication focusing on security issues and concerns.

Straight Shooters



Robin Chastain, of Sarasota (Fla.) Military Academy, takes aim at a target during the national JROTC air rifle championships. Photo by Steve Arel

Army schools from Ariz., Mo. take home JROTC air rifle national championships

By Steve Arel

U.S. Army Cadet Command

ANNISTON, Ala. – This time, they swore the outcome would be different.

And it was.

Cadets with Flowing Wells High captured the school's first national sporter air rifle championship in March, along with the top individual spots.

The Arizona program built a sizeable 24-point cushion after the first round of the two-day, all-service meet at the Civilian Marksmanship Program's indoor range. Their captain, senior Tyler Rico, had hoped he and his teammates would repeat their performance during the final round.

They essentially did, winning over Daleville (Ala.) High School by 19 points. Ozark (Mo.) High, which was second after the first day, took third.

The victory was particularly rewarding for Flowing Wells, which had succumbed to Daleville at February's Army-level meet after building a

Day One lead.

"It's nice to finally have a win," said Rico, who took second individually to teammate Alexandra Provine. "The way I look at it is that you can only beat yourself. We try to shoot our best and hope it works out."

On the precision side, Ozark made a historic run en route to a national title. No school has ever switched divisions and won the championship that first season, said Brad Donoho of the Civilian Marksmanship Program.

Until now.

After winning the sporter division the last two years, Ozark Cadets on that team wanted to give younger, inexperienced students a chance to compete as well. So each of the champion shooters decided to move up to the more-skilled precision level.

It might have seemed a drastic switch. But such a move would position the Ozark program for success on the sporter level in years to come.

"We've worked so hard for this," junior precision member Makennon Doran said. "We just came out and did everything we could."

Because Ozark Cadets don't focus on results until the end of competi-

More coverage online

For a photo gallery of the national air rifle championships, visit <http://bit.ly/GHsA0N>.

For complete results, visit the Civilian Marksmanship Program's website at odcmp.com.



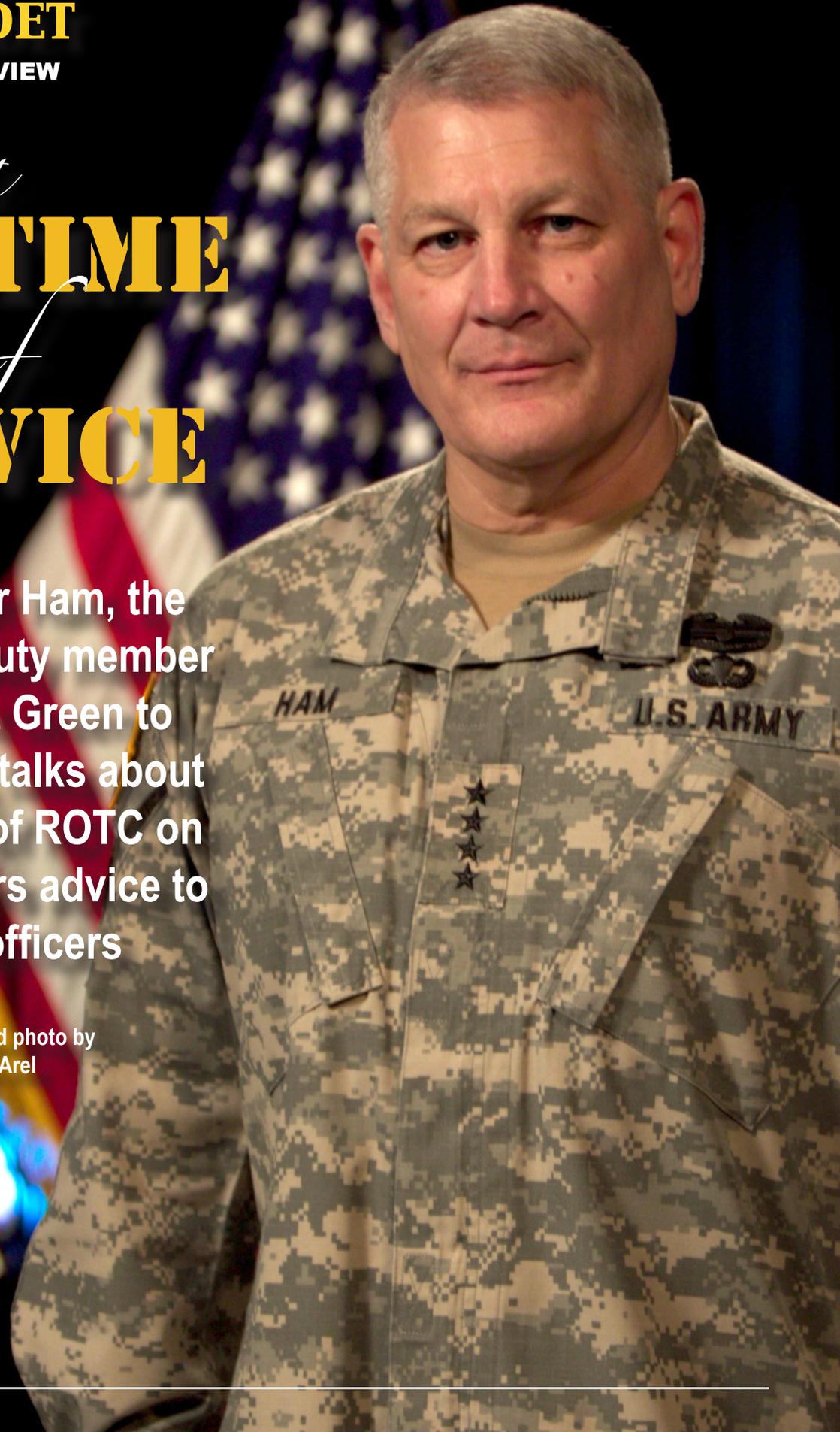
AIR RIFLE continued on page 20

The
CADET
INTERVIEW

a
LIFETIME
of
SERVICE

Gen. Carter Ham, the last active duty member of the first Green to Gold class, talks about the impact of ROTC on his life, offers advice to future officers

Interview and photo by
Steve Arel





He was part of the Army ROTC's first Green-to-Gold class of 1974. Today, Gen. Carter Ham, commanding general for U.S. Army Africa Command, is the last member of that historic class still on active duty.

Ham was at the Pentagon earlier this spring filming a series of new commercials promoting the program that helped pave his path toward officership. During his visit, he took time to talk about Army ROTC and how it shaped him as a leader.



You have a unique story about how you got into ROTC. Can you talk about that and what motivated you to become an officer?

I was serving as a young enlisted Soldier in the 82nd Airborne Division (at Fort Bragg, N.C.). My battalion sergeant major is the one who actually encouraged me to apply.

It frankly wasn't anything I had thought about – serving as an officer. But when this opportunity arose – and encouraged by a senior non-commissioned officer to take advantage of the opportunity, I was glad to do so.

You became part of the John Carroll ROTC program. What led you to that school?

I went to John Carroll in Cleveland, Ohio, mostly because that was home. I had grown up most of my life in Cleveland, knew the area, my parents were still there, the school had a great reputation and a very good – small – ROTC program.

What impact did ROTC have on you?

It was through ROTC and the mentorship of the officers I worked with so closely in ROTC that I really began to have an understanding of what it meant to serve as an officer, as a leader, as a servant, as one who has to set an example in all that you do and the values that are so important to our profession.

What are some of the life-lessons you learned in ROTC that have stayed with you throughout your career?

More than anything else in ROTC, our instructors really drove home to us the idea of officers as servants. Serving as an officer in the United States Army is not a position in which you get preferential treatment.

Rather, it is a position where you serve those you lead and their families. That's a different way at looking at officership and leadership, and I really learned that through ROTC.

As a senior Army leader who has led Soldiers at multiple command levels and in varied situations, how has the quality of second

lieutenants changed over the years and what is your impression of the quality of today's second lieutenants, most of whom are products of ROTC?

The officers who are graduating from ROTC today are much better prepared to assume their position as lieutenants in a wide variety of specialties across our Army. Frankly, they're better prepared by a long stretch than I was in 1976.

We have better cadre, we have better training programs and today, the knowledge that those officers, when they graduate, are soon going to be deployed in operational assignments, causes them, I think, to focus more intently on their duties.

So the cohort of ROTC graduates from this year, and over the past several years, has been truly extraordinary.

You are proof of what ROTC does in developing average students into exceptional students and leaders. What is it about ROTC that makes the program so successful in doing that?

The opportunity in ROTC to get a great civilian education at a number of colleges and universities across the country, to have the experience of living and going to school with a wide variety – a cross-section – of (people) across the United States gives the officers who graduate from ROTC a great perspective about the Army they're going to be charged with leading.

As thousands of Cadets commission this spring, what advice do you have for them as they embark on their Army careers?

Be true to your oath. That oath of office that officers take is the bond that holds us together in tough times.

Don't just recite it. Learn it. Study it. Understand what that oath really means and the importance of the duties that you're taking on.

The nation entrusts to us officers its most cherished treasure – the youth of our nation. That's a heavy responsibility for us.

But I'm confident that through the ROTC program those newly commissioned lieutenants are more than ready to take on that challenge.

By Rick Drake
Special to The Cadet

LEXINGTON, Va. – Talking to the 266 George C. Marshall ROTC Award winners, Lt. Gen. Dennis L. Via framed an important topic that was revisited many times during the three-day leadership training and national security seminar held April 15-17.

“While many of you here tonight are 21 or 22 years old, on Sept. 11, 2001, you were only 10 or 11 years old, and every day since then you grew up in a nation at war, the longest in our nation’s history,” said Via, who will soon assume command of the Army Materiel Command.

That topic, broadly defined, included discussion of how the Army prepares for a changing world, how it now transitions to a smaller force and how this planning will affect the soon-to-be-commissioned officers who represent the best from Army ROTC programs across the United States.

Army Chief of Staff Gen. Raymond T. Odierno told Cadets,

“Our strategic environment has changed and will continue to change in unpredictable ways. Today, the world is defined by uncertainty and change. This calls for us to think and lead in new ways.”

Many of the Cadets should know.

Some 28 percent of this year’s Marshall recipients had prior service experience. And they provided different perspectives learned through the lens of experience.

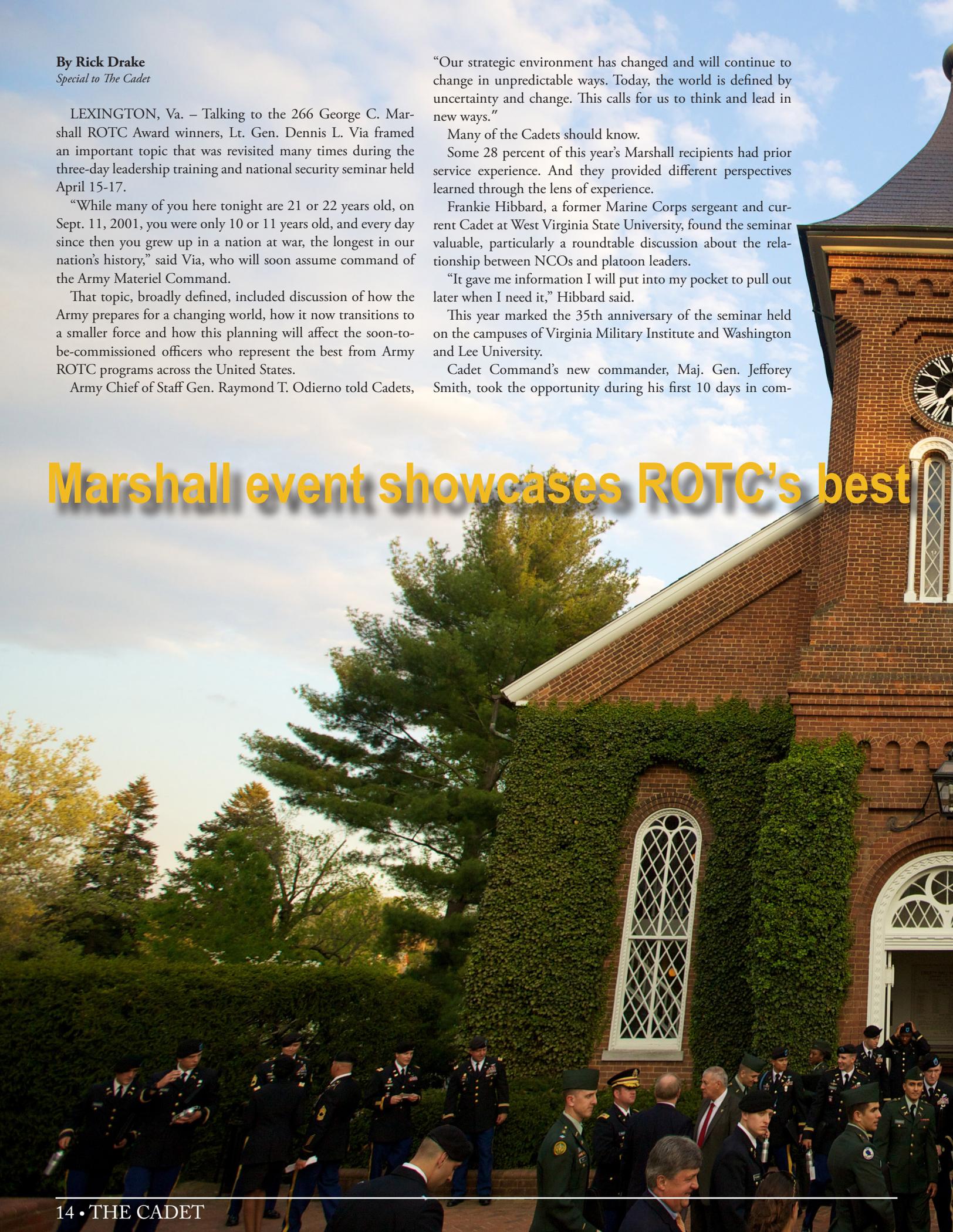
Frankie Hibbard, a former Marine Corps sergeant and current Cadet at West Virginia State University, found the seminar valuable, particularly a roundtable discussion about the relationship between NCOs and platoon leaders.

“It gave me information I will put into my pocket to pull out later when I need it,” Hibbard said.

This year marked the 35th anniversary of the seminar held on the campuses of Virginia Military Institute and Washington and Lee University.

Cadet Command’s new commander, Maj. Gen. Jeffrey Smith, took the opportunity during his first 10 days in com-

Marshall event showcases ROTC’s best



mand to talk to award winners and learn about their ROTC experiences. Retired Gen. Richard Cody, former Army vice chief of staff, served as seminar chairman.

At the closing session, TRADOC Commander Gen. Robert W. Cone said the Army is going through two fundamental transitions: one structural and one human. He sees a reduction in the number of Soldiers from about 570,000 now to about 490,000 and a shift to regional alignment of units that study language and culture of places they may be sent.

As a result, future leaders will be expected to understand international affairs and strategic thinking.

“Your Soldiers expect you to be the linkage between one of them in terms of leading them in day-to-day operations and at the same time tying into the big strategy — the person who can explain why all this works,” Cone said.

Retired Col. Doug Charney, a 1982 award winner from Penn State University, is now the strategic operations officer at the Center for Strategic Leadership at the U.S. Army War College. He co-led the roundtable at the 2012 seminar on

Homeland Security and Homeland Defense.

Charney said there is a drastic, positive change in the event since he attended 30 years ago.

“When I attended this seminar in 1982, it was the first time I saw the big picture, the strategic world view,” he said.

“I have used that perspective in everything I’ve done since. It’s been invaluable. Even now when I instruct students at the War College, I can tell immediately those who understand strategy and those who go straight to the tactical solution or recommendation. The Cadets this week seemed to understand the importance of thinking strategically.”

Cadet Douglas Rodhe, of the University of Nebraska at Lincoln, said the highlight of the seminar was the exposure to a diverse mix of Cadets with whom he will soon serve.

“The best experience for me was meeting other Cadets from different schools,” said Rodhe, who branched infantry. “I will definitely stay in touch with many of them.”

Seminar exposes command’s top Cadets to senior leadership of Army, provides vital lessons as they prepare to commission

Cadets talk to each other in front of Lee Chapel on the campus of Washington and Lee University after hearing from a speaker during the annual George C. Marshall Awards Leadership Seminar. Photo by Forrest Berkshire

Testing their military might

Central Washington captures ROTC division in strenuous Sandhurst Competition

By Steve Arel

U.S. Army Cadet Command

WEST POINT, N.Y. – From the start, they were cheery, mugging for photos and joking with each other.

Then it quickly got serious. And stressful.

And exhausting.

As Cadets competing in the April 21 Sandhurst Military Skills Competition crossed the finish – some more than 10 hours after they began – those smiles were gone, replaced by straight faces reddened from exertion.

Day Two of Sandhurst tested Cadets like most have never been tested before, pushing them to complete strenuous tasks from lofty heights, in water and over a rugged landscape.

“They’re just worn out,” Cadet Brandon Pearson said of his Middle Tennessee State University squad. “But, hey, they did it. This is no team. This is a family right here.”

Australia won the overall title, with two British teams taking second and third.

In the ROTC division, which included eight teams, Central Washington led the way. The school was followed by Penn State and Middle Tennessee State. Overall, Central Washington was 13th, Penn State 16th and Middle Tennessee 23rd.

Army ROTC teams stood out early. Middle Tennessee and Central Washington University finished the stream-crossing event in roughly eight minutes, the fastest times posted among the first dozen or so teams to do the event in the competition’s opening hours.

In all, 55 teams, including several foreign representatives, raced along a several-miles-long course that circled around the United States Military Academy’s Camp Buckner training grounds. All of the events were designed to challenge participants’ abilities to interpret situations, make quick decisions and work as a team.

They had to figure out ways to physically move various equipment and a howitzer several hundred yards along a grass field. They had to work in unison to maneuver a boat around specific buoys on a pond. They had to determine the best way to get their squad and a 75-pound ammo can safely across a stream. They had to rappel down the slick rock façade of a mountain.

And they had to do it all as quickly as possible.

“Ten hours of it was enough for us,” Pearson said. “Everybody on our team gave everything they had.”

The Sandhurst Competition began in 1967 with the presentation of a sword by the Royal Military Academy in Sandhurst, England, to West Point to use as the prize in a competition that promotes military excellence. The annual Sandhurst Competition is an intense event that challenges participants to work together and use their ingenuity, leadership and physical drive to overcome obstacles involving land navigation, first aid, combat fitness and decision-making.

SANDHURST continued on page 20



Coulton Waugh, of The Citadel, makes his way over water during stream-crossing at the Sandhurst Competition at West Point, N.Y. *Photo by Steve Arel*

Flying high



Members of Douglas MacArthur's armed drill team, which took first overall, performs their exhibition routine at the Army national drill meet.

In first-of-its-kind
East/West
showdown,
Texas' Douglas
MacArthur walks
away with a sweep

Story and photos by
Steve Arel

LOUISVILLE, Ky. – Let there be no doubt. Douglas MacArthur High School is home to Army Junior ROTC's best drill teams.

The sport's reigning unarmed national champion, the San Antonio program in March blitzed through a diverse field to take the armed and unarmed divisions of the first Army National JROTC Drill Championships at the Kentucky International Convention Center.

It was a dominant performance from a program that has been a perennial power that edged out national rival Francis Lewis High School last spring for the national title.

MacArthur was runner-up to Francis Lewis at the same meet.

This time, Douglas MacArthur's command of the drill pad came against 71 teams from 50 of Army JROTC's best drill programs – including Francis Lewis, which ended up second in armed and seventh in unarmed.

"It's a great feeling," said Cadet Robert Isenhour, commander of MacArthur's armed team. "But the competition is not over. You've got to keep working hard every day."

Both MacArthur and Francis Lewis will square off again in the National High School Drill Team Championships this month in Daytona Beach, Fla. Coverage of that event will appear in the September edition.

After years of debate, officials with U.S. Army Cadet Command decided last spring to

discontinue region meets in favor of one that would crown a true national champion. Slots for the Army nationals event were divided among the seven brigades with JROTC and based on the number of programs within the brigade footprint.

Justin Gates, of event organizer Sports Network International and the competition director, said the change set up the most competitive field seen at an Army meet.

"We're continually in awe of how drill has progressed as a sport over the last 25 years," he said. "The talent in the Army is amazingly deep."

Douglas MacArthur's armed squad won two of four competition categories – inspection and exhibition – and finished second and third, respectively, in the other two – regulation and color guard. The unarmed group won color guard and exhibition and took fourth in inspection and regulation.

"We worked so hard, and we deserve it," said Cadet Mali Lopez, commander of MacArthur's unarmed team that beat North Miami Beach Senior High School. The competition was "nerve-wracking. You never know what will happen in these situations."

Francis Lewis was gracious in defeat, with its Cadets and coach offering pats on the back and congratulating the Army champs.

"We'll see you in Florida," said Francis Lewis'



(Above) Leavenworth (Kan.) High School's armed color guard practices its routine in a plaza outside the Kentucky International Convention Center.

(Right) Members of Montgomery Central (Tenn.) High School's armed regulation team huddle to recite the JROTC Cadet Creed before performing.



HOW THEY FARED

The top teams in March's first Army nationals drill meet:

ARMED

Douglas MacArthur, San Antonio
 Francis Lewis, Fresh Meadows, N.Y.
 Smith Cotton, Sedalia, Mo.
 Marmion Academy, Aurora, Ill.

UNARMED

Douglas MacArthur, San Antonio
 North Miami Beach, Miami
 James Madison, San Antonio
 Claudia Taylor Johnson, San Antonio

coach, retired Master Sgt. Lawrence Badia.

A number of Cadets who had competed regionally in the past at the Eastern and Western meets welcomed the chance to pit their skills against teams from the opposite side of the country.

"There's more heat on you to do better," said Cadet Berlinda Cebien, of Union (N.J.) High School. "We can definitely see if we're ready to go to Florida and compete against the big dogs."

Having competed in the final Western drill meet last spring in Phoenix, Alexander Tresner could sense a stronger passion among Cadets at the Louisville event.

"It looks like the others, but it's not," the Leavenworth (Kan.) High School Cadet said. "There's a different aura."

"Everybody is proud to be here."

As his school's drill team commander, Tresner said the buzz inside the convention center demanded more focus so his commands could be heard and wouldn't be confused with other calls coming from performances on adjoining drill areas. While he might normally try to mentally block out the extraneous noise, Tresner actually enjoyed it.

"That's all passion, and I'm taking it in," he said. "I love the fact that we're at an Army nationals. This is the way it should be."

More coverage online

For a photo gallery of the Army national meet, visit <http://bit.ly/H3RNDz>. For complete Army national results and information on the all-services national drill meet, visit thenationals.net.



AIR RIFLE, continued from page 11

tion, they didn't look at stats from the opening round and weren't aware they had a lead entering the second day.

In the finale, Ozark padded its lead with perfect scores from Doran and senior Tessa Howald in the opening prone position. But after the second position – standing – Shelby County (Ky.) High School, a Marine Corps program, had closed the gap.

The two teams, shooting next to each other on the firing line, entered the kneeling position tied.

"You're helpless as a coach," said retired 1st Sgt. Terry Thompson, Ozark's coach.

But in that final position, Shelby County couldn't keep pace and Ozark pulled off an eight-point win.

Doran said he and his teammates had no idea the match was so close.

That way "it doesn't affect you psychologically," he said. "I don't care what anybody says. This is a mental sport."

Of the three national titles Ozark has won the last few years, Thompson said this one means the most. It was the Cadets who drove the move, raising thousands of dollars to buy precision rifles and equipment and looking toward the future of the school's air rifle program.

"When we started precision, I thought we could be competitive but had no idea," Thompson said. "Then I saw things coming around at Christmas. I felt we were just as good as any-

body else out there."

For a number of shooters, the national meet marked the end of their high school careers.

Clint Alama was among them. The Pelion (S.C.) High School senior had hoped to close out with a personal best round of 570. Though he came up short with 548, the fact he had the opportunity to compete against Junior ROTC's best was as much a victory for the second-year shooter as anything.

"This is stressful, and there's a lot of pressure," Alama said. "These are the best shooters. I'm one of the best, too.

"Not everybody makes it here. I'm still bringing good news back to South Carolina."

Flowing Wells will trumpet its good news back home, too.

Spending the event's last afternoon reflecting on the meet and the season, retired Maj. Robert De Witt, the Flowing Wells coach, said one thing stood out to him. Despite two individual standouts, the team's success centered on teamwork.

"They've been looking toward their senior year and wanting to improve and wanting to go out on top," he said.

It's rare in the air rifle world for teams to lose all four shooters in a single year, De Witt said. But that will happen to Flowing Wells this spring with graduation. Sophomores will dominate next year's squad.

"We would have to do well to be back next year," De Witt said. "In two years, it could be a different story."

DEPUY, continued from page 5

Fort Benning, Ga., to discuss the formation of the Army advisory council she chairs in Southern California.

Morgan has also invited Army Cadets to accompany her to local community events to "help her community understand the professionalism of future Army officers." And she has urged students to achieve their goals while helping them navigate available military and education systems.

Nepute said Morgan not only to supports and promotes Army ROTC, but has educated herself on the intricacies of the program and the Army in general, even adopting the service's unique language of acronyms.

Julius Hardi, an ROTC Cadet at CSU-Fullerton, said Morgan has gone above and beyond to help him achieve his goal of one day becoming a medical doctor.

"She has provided a lot of guidance to help me get where I want to go," Hardi said. "I told her I wanted to be a doctor, but I didn't have the money or the classes I needed."

Morgan helped Hardi, who hails from Indonesia, map out a plan that included enlisting in the Army, enrolling in the right classes at the right time, obtaining American citizenship and applying for a Green-to-Gold scholarship to become an Army officer.

"Without her help, I wouldn't have made it this far," said Hardi, who plans to continue his officer training and medical education.

SANDHURST, continued from page 16

Since ROTC teams began competing in 1992, none has ever won. Northern Arizona University led the ROTC entries last year, coming in 15th overall.

This also marked the first year for a specific ROTC division.

Cadet Command leadership, including the commanding general, followed Cadets as they competed throughout the day Saturday.

Maj. Gen. Jefforey Smith applauded the teams' efforts and spent time in the evening with the Cadets, talking to them about the role they'll soon play in the Army and fielding questions from them on topics ranging from physical fitness to scholarship funding.

Col. Lou Wingate, the command's director of training, sees the exposure Cadets get to Sandhurst as making a lasting impression on them personally and professionally. He said the chance for them to interact with a diverse group of future military leaders prepares them to become second lieutenants.

"This competition brings out the best in

them, and it brings out things within them they didn't know they had," Wingate said. "It brings a whole lot of friendships that will develop as they get commissioned and go to be future officers. This is what makes our Army strong and what makes us have better Cadets."

While events posted widespread challenges, the course's terrain proved trickiest for teams like the University of North Dakota.

Living in flat lands and without a similar wooded environment to New York's Hudson River Valley, Cadets spent weeks inventing ways to ready themselves to tackle the varied elevations of West Point.

They ran the sloping floors of parking garages. They walked on treadmills while fluctuating the incline levels. They tied a single-rope bridge between two anchors inside the local National Guard Amory to mimic crossing an imaginary stream.

Still, after close to seven hours trekking across the uneven footing of a course that snaked through woods and hills for several miles, Cadets' legs were sore, their ankles

ached and their feet were tired.

"I'm exhausted," North Dakota's squad leader, Andrew Petefish, said afterward. "We weren't able to run the steep stuff, so we walked and ran the flat and downhill portions."

North Dakota also was among a handful of ROTC teams that were part of last year's competition field. All eight Army ROTC entries earned Sandhurst berths by winning their respective brigade's Ranger Challenge competitions.

Despite returning for the third straight year, Petefish, who has been part of all three of those squads, said experience isn't necessarily an advantage at Sandhurst. Because the criteria and procedures of each graded station – along with some completely new events – change each year, there's no real way to know exactly what to train for.

"They throw in things you aren't expecting," Petefish said. "You have to be ready to think on your feet. That's the main thing we're looking for. Take it seriously, but at the same time let's just have fun."

Cadet Spotlight

A quarterly look at some of ROTC's future leaders who are already making an impact on their campuses.

Cadet Miranda Doss became a standout at East Tennessee State University. A recipient of the prestigious Pallas Athene Award that goes to outstanding MS IV female Cadets, she also was the program's 2012 George C. Marshall recipient as the ETSU battalion's top senior.



Hometown: Chilhowie, Va.

Major: Criminal justice and criminology

GPA: 4.00

ROTC activities: Cadet battalion commander, Ranger Challenge, ROTC Running Club, Scabbard and Blade Honor Society

Other Activities: Working out, watching movies and sports, being involved in the local community through volunteering with Girl Scouts and mentoring local high school students.

Branch: Military intelligence

What motivates you to be an Army officer?

I am motivated by the fact that I know I'll face challenges — mental and physical — every day, and that I'll be expected to set the example in everything I do. Those challenges and expectations give me the drive to do my best.

What are your future Army goals?

I plan to be commissioned in May 2012, then start BOLC-B at Fort Huachuca, Ariz., this summer.

What impact has ROTC had on you?

Coming into ROTC, I was a shy and reserved person. Being a Cadet helped me come out of my shell and learn to lead in uncomfortable situations. Since starting ROTC, my physical fitness abilities have increased tremendously. ROTC at East Tennessee State University has provided me with a family away from home — a group of people who care about me and who I can count on, anytime.

LAST LOOK



Cadet Stephen Bond, of New Mexico Military Institute, tries to extend a board to a pillar during the Leader Reaction Course as part of the third annual Bold Leader Challenge in mid-February at Fort Knox, Ky. New Mexico Military Institute took second in the event, which was won by The Citadel. *Photo by Steve Arel*