DEPARTMENT OF THE ARMY
HEADQUARTERS, 69TH AIR DEFENSE ARTILLERY BRIGADE
CMR 408
APO AE 09182

REPLY TO
ATTENTION OF

AETV-GW-CO

13 September 2005

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: 69TH ADA Brigade Command Policy Letter 8, Retention Incentive Award Policy

1. Reenlisting quality soldiers in today's Army is paramount to anything else we do. Maintaining the force with trained, disciplined, and motivated soldiers ensures that our Army of tomorrow will remain what it is today – the best combat force in the free world. Leaders at all levels must understand that the retention program begins on the day that a soldier signs into your unit. If you take care of your soldiers throughout their period of assignment, the task of getting that good soldier to reenlist become much simpler.

2. Attainment of assigned reenlistment objectives is the tangible measurement of our success in retention. Battalions will establish an appropriate recognition program for their units and unit reenlistment NCOs who meet those objectives. I will provide the following recognition to those battalions and battalion Career Counselors or battalion reenlistment NCOs, who meet assigned objectives in all categories:

a. Battalions that achieve 100% or better of assigned quarterly reenlistment objectives for all four quarters will receive a Battalion Training Holiday at the end of the fiscal year.

b. Battalion Career Counselors and battalion retention NCOs who achieve 100% or better of assigned quarterly reenlistment objective will receive a Certificate of Achievement.

c. Battalions and battalion Career Counselors and battalion retention NCOs who meet or exceed assigned reenlistment objectives for the entire Fiscal Year will receive a plaque or trophy for their achievements.

3. It is an honor and privilege for a soldier to reenlist in today's Army. Recognition of this achievement and the commitment a soldier makes at the time of his or her reenlistment is not only appropriate, but also warranted. Unit commanders will develop liberal incentive programs to recognize this commitment. I will provide the following incentives, in addition to any offered a soldier by their unit:

a. All soldiers will receive the day prior to, the day of, and the day after the date of reenlistment off. Soldiers will use this time to update necessary personnel and administrative files, to include obtaining a new I.D. card and updating their MPRJ.

b. On behalf of the USAREUR Commander, soldiers reenlisting for any option that results in additional stabilization in the brigade (for a minimum of one year) will receive a 3-day pass. This includes soldiers reenlisting Regular Army to meet service remaining requirement for COT/FSTE, extend under the BEAR Program, special programs, or enlist/transfer into a reserve component unit.

c. Soldiers reenlisting for Option 2, Current Station Stabilization, will also receive 30 days off all duty rosters.

4. A copy of this letter will be posted on all unit bulletin boards.

5. **"TEAM OF WINNERS!"**

MARK S. MCCONKEY
COL, AD
Commanding

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