



**DEPARTMENT OF THE ARMY**  
**US ARMY ORDNANCE MUNITIONS AND ELECTRONICS MAINTENANCE SCHOOL**  
**3300 PATTON ROAD**  
**REDSTONE ARSENAL AL 35897-6000**

ATSK-AR

80 JAN 2004

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: 59<sup>th</sup> Ordnance Brigade Retention and Incentive Awards Program

1. Reference: AR 601-280, Army Retention Program, dated 31 March 1999.
2. General: The retention of highly qualified soldiers is essential to the success of our future Army. As leaders, our retention mission is to reenlist our most outstanding soldiers or transition them into the Reserve Component. Command involvement and excellent leadership are what encourage soldiers to "Stay Army." Active involvement by commanders at each level is vital to the total retention effort. To maximize the success of our retention program, commanders at all levels will:
  - a. Emphasize maximum command involvement in their Retention Program.
  - b. Reenlist sufficient numbers of qualified soldiers.
  - c. Enforce the retention interview requirements for all soldiers.
  - d. Transition separating soldiers into the Army Reserve or National Guard.
3. Retention Management: The success of the 59<sup>th</sup> Ordnance Retention Program relies on command emphasis and proper management. TRADOC assigns quarterly objectives to the installations and activities based on assigned strength of qualified soldiers scheduled to ETS.
  - a. Fundamentally, the qualified population of soldiers scheduled to ETS must be accurate or battalion/activities could end up with an artificially large mission. Each level of command must ensure SIDPERS transactions are correct. These transactions include immediate reenlistment prohibition code (ERUP), flagging actions, reenlistment and extension actions. Career Counselors have the responsibility to ensure the ETS population is correct.
  - b. Administratively, battalion/activities must ensure their retention programs are maintained IAW AR 601-280. Programs will be monitored by quarterly and semi-annually inspections conducted by Career Counselor (PMOS 79S) at the brigade level and below.
  - c. Unit-level commander must ensure all soldiers receive the required retention interviews IAW AR 601-280. Commanders are the first to ask our soldiers to reenlist and stay with the team.
4. Retention Incentive Program.

Soldiers reenlisting in the Army, personnel extending under the BEAR (Bonus Extension and Retraining Program); and soldiers committed to affiliate with a unit of a Reserve Component will receive a 3 day pass to be taken within 60 days.

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5. Annual Retention Incentive Awards Program.

a. The Brigade Commander will recognize the Battalion and separate Company and Reenlistment NCOs who meet or exceed 100 percent of assigned objectives in all categories (i.e. initial term, mid-career, careerist, and Reserve Component) for the fiscal year.

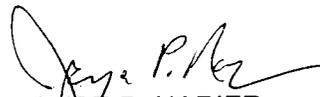
b. Award Ceremony.

(1) The Brigade Commander, or her designated representative, will present the awards for retention excellence.

(2) The type of recognition or award will be at the discretion of the Brigade Commander and Brigade Command Sergeant Major. The Brigade Career Counselor will be responsible for the ceremony and coordination with the command group.

6. Awards will be based upon fiscal year reenlistment accomplishment.

7. Commanders at all levels will establish additional incentives that complement this program and enhance attainment of the 59<sup>th</sup> Ordnance Brigade goals.

  
JOYCE P. NAPIER  
COL, OD  
Commanding

DISTRIBUTION:

Commandant, NCO Academy, Redstone Arsenal, Alabama  
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