



FIRST TO STRIKE



“Recruiters’ NewSsssss...”

November 2023

U.S. Army ‘Super Recruiter’ Enlist 70 Americans in Only 18 Months, Pentagon Recognizes

“Our Army remains a great place to be, and high retention rates speak to that...fewer still, we're finding, are interested in serving, and that's something that we are working very hard to change.”

BATON ROUGE, La. — Answering that call in fervent fashion is U.S. Army Recruiter, Staff Sgt. Joseph Smith, currently achieving historic feats of high order, that seem to address serious concerns of senior Pentagon Officials today. ‘Super Recruiter’ Smith, single-handedly enlisted 70 American citizens, turned Future Soldiers, in only 18 months—and the number is still growing. Smith’s outstanding and historic recruiting numbers are right on time considering challenges facing Pentagon, namely U.S. Army, leadership. This year, Secretary of the Army Christine Wormuth and General Randy A. George, Chief of Staff of the Army expressed concerns, major changes and expectations towards the challenges of increasing recruit numbers.

-General Randy A. George, Chief of Staff of the Army

[Defense.gov](https://www.defense.gov), April 2023

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Army Air Rescue Brings Virtual Reality Experience to Shreveport Schools



SHREVEPORT, La. — The U.S. Army brought a semi-truck housing its virtual reality Air Rescue Experience game and simulation to Shreveport schools. Here, Woodlawn Leadership Academy students were first to step into the Army Air Rescue VR experience. Students put on advanced Oculus headsets and sat inside an interactive chair. The Army’s VR Air Rescue Experience is a chance for students to understand the vast careers in U.S. Army Aviation and Aerial Defense.

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Company in the Spotlight: Jackson Jaguars



Spotlight Company: The Jackson Company Jaguars have engaged in multiple local events—and strengthened ties—with local community leaders, institutions and programs that have made significant impact on its grassroots relationships and recruiting efforts. In observance of this year’s Veterans Day, Natchez Station recruiters supported the Alcorn University v. Southern University football game and attended high school signing day(s), while Lakeland Station recruiters fed the homeless at the Jackson Ms. Food Bank. The Company says their morale remains high, and efforts ever-focused on establishing and maintaining partnerships with local organizations.

Impact Recruiter: The Jaguar Company recognizes Staff Sgt. Robertson Toussaint for noteworthy contributions to the Jackson community and commitment to the Army’s mission. When he’s not making Future Soldiers, he’s volunteering. Toussaint dedicates spare time as Defensive Coordinator for a Prosper Youth Sport Association (PYSA) football team. The Jaguars team ranks second overall in the PYSA league, headed to its 2nd round of playoffs.



“I saw kids with nothing to do after school and felt that volunteering would help and give those kids something to do besides be in the streets,” Toussaint

said. “I grew up playing football and understanding the value of teamwork which is a foundation of the military.”



Upcoming Events:

- Liberty Bowl HS All Star Game 12/9 (Memphis)
- Red Stick Bowl 12/16 (Baton Rouge)
- Independence Bowl 12/16 (Shreveport)
- New Orleans Fan Fest 1/5 (New Orleans)
- Mardi Gras 1/13 - 2/13 (New Orleans)
- Monster Truck Show 1/28 (Shreveport)
- Dixie National Rodeo 2/10 - 2/18 (Jackson, MS)
- Barksdale AFB Shooting Event 2/18 (Shreveport)
- East Bank Mardi Gras Market 2/25 (New Orleans)
- Louisiana Comic Convention 3/9 -3/10 (Lafayette)



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*Ask about our interactive trailers with state-of-the-art technology showcasing STEM-related fields in the Army

