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# Army unveils new advertising campaign

**Army News Service**  
WASHINGTON — The Army announced the start of its communication and education efforts to assist the Army family to communicate to the Nation its new advertising campaign — Army Strong — to an audience of Soldiers, Army civilians and family members Monday.  
Secretary of the Army Dr. Francis J. Harvey announced the campaign, a key component of the Army's recruiting efforts, during an opening ceremony for the 2006 Association of the

U.S. Army annual meeting in Washington, D.C.  
"This morning we will launch our internal communications and education phase lasting several weeks until we formally launch the new advertising campaign on November 9," Harvey said. "It is vitally important that the internal Army family understand and embrace this new campaign. I believe it speaks to an essential truth of being a Soldier."  
The Army is taking 30 days to educate its internal audience on the campaign's meaning.

It will go "public" Nov. 9 with television, radio and online spots, as well as an updated www.goarmy.com Web site. Print ads are scheduled to begin in January, and will be directed to media that appeals to young adults.  
The Army Strong campaign will build on the foundation of previous recruiting campaigns by highlighting the transformative power of the Army. It will also capture the defining experiences of Soldiers — active duty, Army Reserve, and National Guard — serving the nation at home and abroad.

"I am both inspired and confident that the campaign will build on the positive momentum within our recruiting program," said Lt. Gen. Robert Van Antwerp Jr., commander of the U.S. Army Accessions Command.  
The Army Strong campaign will address the interests and motivations of those considering a career in the Army, and will also speak to family members and friends supporting prospective recruits.  
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# Bragg Soldiers killed in combat

**Paraglide**  
Three Fort Bragg Soldiers — a military police officer from 21st Military Police Company, 503rd MP Battalion, 16th MP Brigade; a gunner from Co. C, 1st Bn., 505th Parachute Infantry Regiment, 82nd Abn. Div.; and an AH-64D repairer from Co. D, 1st Bn., 82nd Aviation Reconnaissance Bn., 82nd Abn. Div. — died in combat.  
A memorial was held Oct. 5 at the Fort Bragg Main Post Chapel for military police officer Sgt. **Fulkerson** Joseph W. Perry, 23, who died on Oct. 2 while conducting a joint patrol with Iraqi police in Baghdad.  
Perry was performing duties as a gunner for one of the MP teams when they received small arms fire that struck Perry.  
See **Soldiers**, page 5A



# Katrina commander speaks to local crowd

**by Spc. Jim Wilt**  
82nd Abn. Div. PAO  
"We live in a new normal. Our lives will never be the same again," said Lt. Gen. Russel L. Honoré to an audience of several hundred students, teachers, cadets, military personnel and residents.  
Honoré, the First U.S. Army commanding general, participated in the Fayetteville State University Chancellors' Distinguished Speaker Series Oct. 5.  
"I think being a general officer in the U.S. Army, and a minority general officer, he has the ability to give a message that resonates with Americans," said Brig. Gen. Karl Horst, XVIII Airborne Corps deputy commander.  
"His message is 'anything is possible,'" Horst said. "It goes back to the quality of character not necessarily ethnicity, gender or religion."  
With a big stick in hand, the former Joint Task Force-Katrina commander moved among his audience as he spoke to them about leadership and his experiences as commander of JTF Katrina.  
"We live in a new normal," Honoré repeated. "Ladies and gentlemen, you must be ready."  
The "new normal," Honoré refers to is life post-Sept. 11, 2001 and post-Hurricane Katrina.  
Sept. 11 demonstrated the enemy's ability to attack the U.S. on American soil.  
Katrina demonstrated the damage a natural disaster can cause.  
A terrorist attack, a train wreck or an epidemic could happen at any time, the three-star general said.  
"These incidents can happen anytime, any place ... We must have personal preparation," Honoré said.  
Following Hurricane Katrina, U.S. military forces, including the 82nd Airborne Division, were deployed to the storm-stricken region to provide aid.  
Honoré, who led the military disaster relief, shared leadership tips with his audience.  
"His leadership and presence was a dominating effect in the city of New

# Dropping in for a swim



**Sgt. Trevor Dell**, (top) and **Sgt. Joshua Brandon** (bottom) jump from a UH-60 Blackhawk helicopter during HELO casting training exercises. The exercises were conducted by Company F, 51st Infantry, 519th Military Intelligence Battalion at Mott Lake Oct. 5.

# Soldier steps into history as first female CW5

**by Spc. Jerome Bishop**  
1st TSC PAO  
When a Soldier decides to enlist in the Army, he or she may not realize that their initial career goal might change completely before it's time to get out.  
Whatever their career goal, there are options for Soldiers to either advance in their service or just get out and find a civilian job.  
For Chief Warrant Officer 5 Azzalee Brown, a Denmark, S.C. native and command food service advisor for the 1st Sustainment Command (Theater), enlisting for three years on June 15, 1977, might have been all she wanted to do in the Army at the time. However, by June 7, 2006, three years had turned into 29 as she became the first female chief warrant officer 5, following an additional milestone on May 31, 2001, when she became the first female chief warrant officer 4 in the food service career management field.  
"I thought I was going to do my three years. I never thought I'd stay longer, but after I just started taking it one day at a time," Brown said. "And now, I have about three combat tours and 29 years in."  
However, being a warrant officer wasn't the first thing she wanted to do when she enlisted.  
"By the time I went to school to be a warrant officer, I was in for 11 years," Brown said. "The school was on hold because they were reevaluating the warrant officer

program, but I was accepted to go at about 10 years in."  
Moving through the ranks as an enlisted Soldier was one of the most helpful tools that would help Brown become successful at her new career.  
"I hate to say 'chef', but basically that's what I was," Brown said. "You start as a food service specialist then move up to shift leader and after that you become a dining facility manager."  
"Before I went to warrant school, I was also working at the (Noncommissioned Officers) academy as an instructor," she said.  
Brown used her leadership skills and knowledge as a food service NCO to help other food service specialists coming through the Primary Leadership Development Course who were failing out after three days. Since the 1980's, Soldiers rarely cross-trained outside of their initial military occupational specialty. Almost all food service specialists served solely as cooks, she said.  
She attributes a majority of her success to the experiences she's had being the Soldier behind the counter at the serving line, preparing food in the kitchen and then moving up to a position to lead troops.  
"I truly think that the 10 years as an NCO and being a sergeant first class has helped me with being successful," she said.  
By April 1988, Brown said she decided remaining in the Army as



**Chief Warrant Officer Azzalee Brown**, left, 1st Sustainment Command (Theater) food service advisor, aids Spc. Keith Smith, right, food service specialist from the 8th Ordnance Company field kitchen team March 8 during the installation Phillip A. Connelly Competition.

an enlisted Soldier wasn't the best option for her.  
"The thing about being a warrant officer is you have to look to the future because it's a better career path," she said. "That's what I was looking at and that's why I switched over. I didn't lose any money (from switching pay grades). I didn't gain much more, but I didn't lose any."  
In 11 weeks, Brown's stripes were replaced with a silver bar with a single black square in the center, which opened new doors and new possibilities for someone who would end up making food service history.  
See **CW5**, page 5A