



NATIONAL GUARD BUREAU

111 SOUTH GEORGE MASON DRIVE
ARLINGTON VA 22204-1382

ARNG-HRR

22 February 2018

MEMORANDUM FOR NG J1 RRF (All-Entire RRF)

SUBJECT: SMOM 18-028, FY18 2nd QTR (Q2 Heavy Hitter) Recruiting Challenge

1. References:

a. National Guard Regulation (NGR) 601-1, Army National Guard Strength Maintenance Program, 28 April 2006.

b. ARNG Annual Base Operations Guidance FY18.

2. Purpose. To provide guidance to the 54 States and Territories Recruiting and Retention Battalions on the FY18 2nd Quarter Challenge.

3. Applicability. All Recruiting and Retention Commands (RRC) within the 54 States, Territories and the District of Columbia.

4. Challenge details:

a. The FY18 2nd QTR (Q2 Heavy Hitter) Challenge period is from 01 Jan 18 - 31 Mar 18. The focus of this challenge will be on accessions in NPS (09W, 09S, 09R are excluded) and PS markets.

b. Eligible population: All 79T RRNCO. This is a raw accession based challenge.

c. Eligible population qualifications: This challenge is available to all RRNCOs with a valid four digit RSID. All enlistments must be verified in Data Warehouse in the Report Management Zone to count towards this challenge. All enlistments must be loaded into Data Warehouse by 5 Apr 18 and reflect a contract date from 1 Jan 18 to 31 Mar 18 in order to count toward this challenge. Any contracts that show cancelled in Data Warehouse assessed during this period, will not count towards the challenge.

5. Challenge Award:

a. NGB will recognize the top 100 RRNCOs nationwide based on the greatest number of raw accessions achieved during the Q2 challenge. RRNCOs who are Flagged pending adverse actions are not eligible.

b. The top 100 RRNCOs qualifying nationally will receive a customized laser engraved

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"Heavy Hitter" Louisville Slugger baseball bat, suitable for display.

6. HRR-AC will disseminate 2nd QTR challenge updates weekly to the Recruiting and Retention Battalions starting 9 Feb 18.

7. Point of contact for this SMOM is MSG Shawn Callahan, at shawn.m.callahan.mil@mail.mil.

A handwritten signature in black ink that reads "Robert E. Kuster II". The signature is written in a cursive style with a long horizontal stroke at the end.

ROBERT E. KUSTER II
COL, AG
Chief, Strength Maintenance Division
Army National Guard