

Hunt explained that the manual was outdated and for the rest of the time that he read from the manual he tried to leave out the term “salesman.”

At one point in the meeting a man in his late 20’s came in.

“I’m here to volunteer. I’d like to join,” he said.

Sgt. Martian explained to him that they were in the morning meeting and told him to come back in 15 minutes to a half an hour. The man never returned.

9am

Hunt pulled out a dry erase board with a calendar on it. He then went around the room one Sgt. at a time to see who was working on what. They discuss which recruits they have shipping out that week or month, which people they’ve had a sit down meeting with, which ones they are going to have a sit down with or are trying to get a sit down

students on Fletcher’s list. One by one they go down the names and discuss whether the person was or was not interested in the army. If they were interested then they discuss when they will have their first sit down meeting with that person or how the first sit down went.

These meetings last until noon. While one Sgt. is meeting with Sgt. Hunt, the others are making cold calls to people on their list, this is referred to as P1, to see if they are interested in hearing more about the army.

“A lot of people think we’re going for the dirt balls of the earth to join the army,” said Sgt. Hunt.

“But most of the time the people interested in joining don’t meet either the medical, moral, or test requirements it takes to join the army.”

“A lot of time people will tell us that the army is their fall back plan,”



Sgt. Brittan making phone calls.

years in active duty as an imagery analyst, and then she will have another four years of inactive duty to serve.

11am

I took some time to listen in on

writing.

I asked Sgt. Cano about Babey’s chances of being shipped to Iraq. He explained to me that it really depends on what jobs the army is in need of at the time and what job the soldier took. Sgt. Cano has been a

"She's got her own room and she's staying outside of one of Saddam's old palaces. They've got an Olympic size swimming pool, Burger King; they're living the life."

-Sgt. Cano talking about a recruit that is stationed in Iraq

with, and what complications if any they are having with their recruits.

9:30am

Sgt. Hunt began one on one meetings with each of the seven recruiters. During this meeting Sgt. Hunt explained to me that due to the Solomon act the army gets the same rights to information as any employer. This means that the army receives a list of phone numbers and addresses for every high school and college student in the nation.

The army then breaks up the schools into regions, and then assigns each region to a specific recruiting office. Then each recruiter from that office is put in charge of a specific school.

“I know I said earlier that this is all about sales, but we really care about these kids and I’m always thinking, ‘do we have a program to help them achieve their goals,’” Sgt. Hunt said.

During his meeting with Sgt. Fletcher, Sgt. Hunt discusses the

said Sgt. Fletcher. “But 70 percent of the time these people aren’t qualified to serve in the army.”

The general consensus of the recruiters was that most people joining the army today are either doing it to help pay off college debt, or to pay their way through college. The army will pay up to \$36,000 in the army’s GI bill or it will pay 100% of college loans up to \$70,000. Add up to \$20,000 dollars (and more in some cases) in cash bonuses and you might start to see the allure of the army to many lower income families searching for job skills and or a college education.

I had a chance to talk to Samantha Babey, a 17 year old from Reno, before she shipped out to basic training. Babey explained that to her the army was a way to pay for college and to explore the world.

“I’ve lived in Reno my whole life,” said Babey. “It’s a way to get out of here, explore, and get some culture.”

Babey will spend the next four

some cold calls and talk with a few of the recruiters. I asked Sgt. Cano how most of the people he talked to as potential recruits felt about possibly being shipped off to the war in Iraq.

“Most of them are all for it,” Cano said. “They want to do what’s right, it’s the parents that don’t want them to get hurt.”

I asked Cano if the war was a major concern amongst most of the enlistees.

“Surprisingly, no,” Cano responded. “There are those that aren’t interested because they want to stay in school and try and find jobs when they get out.”

Cano really emphasized the word try. One of the army’s major selling points, even against the other branches of the army, is that it will guarantee you a job in writing. That job is dependent upon availability and soldiers ASVAB scores (Army Services Vocational Aptitude and Battery test), but if the soldier is qualified and the job is open then they are guaranteed that job in

recruiter for nearly three years and he has only had one of his recruits go to Iraq thus far (each recruiter signs up anywhere from one to five soldiers a month).

Cano told me the story of how he signed up twin sisters for the army. One of the sisters, who did not want to go to Iraq, ended up getting shipped out.

“I talked to her and she loves it,” said Cano. “She’s got her own room and she’s staying outside of one of Saddam’s old palaces. They’ve got an Olympic size swimming pool, Burger King; they’re living the life.”

I struggled to believe that everyone stationed in Iraq is that happy with their placement.

“Her sister is mad because she’s stuck at a hospital in Kentucky,” Cano added.

Cano himself joined the army during the first Gulf War. He volunteered to go to Kuwait, but he was sent to Korea instead. This time around he volunteered to go to Iraq and they sent him to Reno to be a recruiter.