

USAAC Regulation 601-2

Personnel Procurement

Distribution and Replen- ishment of Personal Presentation Items

**Headquarters
United States Army Accessions Command
90 Ingalls Road, Building 100
Fort Monroe, Virginia 23651-1065
17 February 2010**

UNCLASSIFIED

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Effective 28 February 2010

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Distribution and Replenishment of Personal Presentation Items

For the Commander:

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Colonel, GS
*Deputy Commander
and Chief of Staff*

Official:

FREDDIE N. BLAKELY
Deputy Chief of Staff, G6

History. This publishes a new USAAC Reg 601-2, which is effective 28 February 2010.

Summary. This regulation establishes policies, responsibilities, and procedures

for the direct distribution, replenishment, and requisitioning of personal presentation items within the U.S. Army Accessions Command and its subordinate units.

Applicability. This regulation is applicable to all elements within the U.S. Army Accessions Command and its subordinate units.

Proponent and exception authority. The proponent of this regulation is the Deputy Chief of Staff, G7. The proponent has the authority to approve exceptions to this regulation that are consistent with controlling law and regulations. Proponent may delegate the approval authority, in writing, to the Deputy G7 within

the proponent agency.

Supplementation. Supplementation of this regulation is prohibited.

Suggested improvements. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to HQ USAAC, ATTN: ATAL-SAO, 1307 3rd Avenue, Fort Knox, KY 40121-2725.

Distribution. This regulation is available in electronic media only and can be found at <http://my.usaac.army.mil>.

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Glossary

1. Purpose

This regulation establishes policies, responsibilities, and procedures for the direct distribution, replenishment, and requisitioning of personal presentation items (PPIs) within the U.S. Army Accessions Command (USAAC), its subordinate units, and others as directed by the Commander, USAAC.

2. References

Related publications are listed in appendix A.

3. Explanation of abbreviations

Abbreviations used in this regulation are explained in the glossary.

4. Policy

a. PPIs are an extension of the Army marketing and advertising campaign and are used to generate interest and discussion concerning Army opportunities among prospects and centers of influence (COIs) in the civilian community. The use of PPIs as a means of generating and expanding contact opportunities is justified but can be perceived by the public to be wasteful. Therefore, limits on the nature and use of PPIs are necessary.

b. PPIs must clearly serve to influence recipients or otherwise communicate a recruiting message and must not appear to be of poor quality or misrepresent the Army image. Items are intended for repeated public use to expand Army Brand awareness. PPIs will be marked with an Army message that is consistent with Army branding and advertising standards, and public and internal display of recruiting items will be maintained in accordance with the highest standards of the U.S. Army and contain a call to action such as goarmy.com or the 1-800-USA-ARMY phone number.

Note: This regulation does not pertain to “personal recognition items” of nominal or modest value (for example, presentation of coins, medals, or other similar items) that are designed to recognize or commemorate service in the Armed Forces. The term recognition item of nominal or modest value means valued at less than \$50 per item.

5. Responsibilities

a. U.S. Army Accessions Command (USAAC), Deputy Chief of Staff (DCS), G7, is responsible for the execution, supervision, and evaluation of the PPI Program. This includes maintaining sufficient quantities, informing users of issues surrounding PPI shortfalls, and ensuring a system exists for field input to PPIs. USAAC, G7, is also responsible for identifying the requirements and revising PPIs that support the following:

- (1) Active Army accessions mission.
- (2) Active Army Reenlistment Program.
- (3) Army Medical Department recruiting mission (Active Army and Army Reserve).
- (4) Judge Advocate General Corps Officer Procurement Program.
- (5) Officer Candidate School Program.
- (6) Warrant Officer Flight Training Program.
- (7) Army bands recruiting mission.
- (8) Army 09L Translator Program.
- (9) Chaplains Corps Officer Procurement Program.
- (10) Army Reserve Recruiting Program.
- (11) Reserve Officers’ Training Corps Program.
- (12) Others as directed by the Commander, USAAC.

b. USAAC, DCG, G4/8, is responsible for requisitioning PPIs for the command.

c. Commander, U.S. Army Accessions Support Brigade (ASB) is responsible for distribution of PPIs and instructions needed by PPI account holders to order PPIs. The ASB S4 is the point of contact for the Government-owned, contractor-operated Accessions Distribution Center (ADC). The ADC distributes PPIs, recruiting publicity items, milestone recognition items, and other accessions support items for the command. (Note: Milestone recognition items are not ordered by account holders; they are pushed to Senior Reserve Officers’ Training Corps battalions by Headquarters, U.S. Army Cadet Command.) ADC account holders place orders through the online e-commerce software and have the option to enter a “Ship To” address to direct the shipment to where they need them. The ASB S4 is responsible for:

- (1) Ensuring that the inventory of PPIs in the ADC is accurate and properly reflected as available for ordering through the e-commerce software.
- (2) Operating the ADC as a centralized distribution point for all PPI orders.

(3) Working with account holders to ensure that shipping addresses are correct to ensure the efficient distribution of PPI products.

(4) Working with account holders to ensure the recruiting station identification number or the appropriate account number and address are correct for placement of PPI orders.

d. Headquarters, U.S. Army Recruiting Command is responsible for:

(1) Issuing guidance on the purchase restrictions to their units for PPIs.

(2) Issuing guidance regarding new or modified policies relating to PPIs.

(3) Notifying appropriate account holders of the publication of new items and the obsolescence of items previously introduced as provided by USAAC G7.

(4) Providing suggested changes to existing PPIs through the chain of command to USAAC G7.

(5) Establishing authorized PPI account holders through the unit information management officer.

(6) Establishing procedures for approving prize purchases and recruiting contests.

e. Headquarters, U.S. Army Cadet Command is responsible for:

(1) Issuing guidance on the proper usage of PPIs.

(2) Issuing guidance regarding new or modified policies relating to PPIs.

(3) Notifying appropriate account holders of the publication of new items and the obsolescence of items previously introduced as provided by USAAC G7.

(4) Providing suggested changes to existing PPIs through the chain of command to USAAC G7.

(5) Establishing authorized PPI account holders through the unit information management officer.

(6) Establishing procedures for approving prize purchases and recruiting contests.

6. General advertising

Members of the general public, including parents, educators, coaches, etcetera, directly influence the success of Army recruiters in the field. Therefore, it is beneficial to present these individuals PPIs so that they may further promote the Army's image and attract quality referrals.

a. There are two primary segments of the general public who are eligible to receive PPIs: Prospects and COIs. Prospects are defined as persons who are currently eligible for military service or who will be during the current fiscal year. COIs are persons who can reasonably be expected to influence the enlistment decision of a large number of prospects (such as educators, clergy, and public officials). PPIs for general advertising are not authorized for persons who are neither prospects nor influencers, such as elementary school children.

b. PPIs may also be presented to Future Soldiers and Reserve Officers' Training Corps cadets when the PPI will be distributed as part of an Army national advertising campaign or outreach event targeted at utilizing the Future Soldier or cadet as an extension of the Army advertising campaign.

c. By definition, PPIs are to be personally presented to prospects and COIs by USAAC personnel. They are not to be distributed in bulk through third parties, such as schools or scout troops.

d. The cost of PPIs for prospects will not exceed \$6 each. PPIs for COIs will not cost more than \$12 each. Waivers to the dollar thresholds established here may be obtained by written exception through the U.S. Army Recruiting Command, G7/9 (for Recruiting Command requests) or the U.S. Army Cadet Command, G7/9 (for Cadet Command requests) to the USAAC, DCS, G7.

e. PPIs are an extension of the Army marketing and advertising campaign and thus are not intended for Department of Defense personnel.

7. Prizes

a. Drawing prizes of reasonable monetary value may be awarded to prospects or COIs by random drawing, so long as the purpose of the prize and the drawing is to stimulate leads as part of the Army's accession mission.

b. As used in this regulation, "reasonable monetary value" means a prize with a value of \$250 or less, regardless of the source of the prize or funds used to purchase the prize. Requests to exceed the \$250 limit must be submitted for approval to the USAAC, DCS, G7.

c. USAAC, its subordinate units, and others (employees, contractors, Soldiers, immediate family members, and/or those living in the same household) are not eligible to receive any prize given in conjunction with a recruiting-related drawing or contest.

8. Procurement guidelines

PPIs will be procured through the USAAC, DCS, G4/8, and not through the Local Advertising Management Program.

Whenever possible, bulk discounts should be obtained by consolidating purchases. Headquarters, U.S. Army Accessions Command may, when such action is advantageous, coordinate consolidated procurement actions. Only authorized account holders may submit PPI requisitions by placing an order through the ADC Web-based system.

Note: Recruiting personnel may not use their recruiter expense allowance or personal funds to purchase additional PPIs.

9. Disposal guidelines

PPIs that become out of date (that is, PPIs with older logos from former Army marketing campaigns) will be distributed according to the above general advertising guidelines for current PPIs and given to COIs or recruiting prospects.

Appendix A
References

Section I
Required Publications

There are no entries for this section.

Section II
Related Publications

AR 601-2
Promotional Recruiting Support Program.

AR 601-208
Recruiting/Reenlistment Advertising Program.

USAREC Reg 5-3
Marketing Program Planning and Execution.

Section III
Prescribed Forms

There are no entries for this section.

Section IV
Referenced Forms

There are no entries for this section.

Glossary

Section I Abbreviations

ADC

Accessions Distribution Center

ASB

U.S. Army Accessions Support Brigade

COI

centers of influence

DCS

Deputy Chief of Staff

PPI

personal presentation item

USAAC

U.S. Army Accessions Command

Sections II Terms

There are no entries for this section.

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