



**DEPARTMENT OF THE ARMY**  
**HEADQUARTERS, 13<sup>TH</sup> SUSTAINMENT COMMAND (EXPEDITIONARY)**  
**BUILDING 39009, SUPPORT AVENUE**  
**FORT HOOD, TX 76544**

REPLY TO  
ATTENTION OF:

**COMMAND POLICY**  
**NUMBER 1**

AFVVG-CG

8 FEB 11

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: 13<sup>TH</sup> ESC Retention Program

1. REFERENCE: Army Regulation 601-280, Army Retention Program, 4 October 2010.
2. APPLICABILITY: Headquarters, 13<sup>th</sup> Sustainment Command (Expeditionary) and all subordinate units and personnel.
3. PROPONENT: The proponent for this policy is the ACofS, G1.
4. POLICY: Every qualified Soldier serving honorably in this command has the opportunity to reenlist. It is the responsibility of every officer and NCO within 13<sup>th</sup> ESC to provide a positive climate that encourages quality Soldiers to follow a career path in the Army. Remember that retention starts when the Soldier arrives to the unit. The 13<sup>th</sup> ESC Retention Program is directly linked to all aspects of a Soldier's environment. Retention of a Soldier and his/her family is a leader's legacy. We owe it to our nation to be diligent in this effort. Ultimately, retention is a commander's responsibility, but it takes all leaders to ensure we keep great Soldiers in our Army.
  - a. All commanders will ensure retention is at the top of their priorities and work to accomplish their entire assigned retention mission. Leaders at all levels must continually take steps to improve the quality of life for their Soldiers and families in order to retain sufficient numbers to sustain our Army.
  - b. The Reserve Component also plays a vital role in the retention program. It is imperative that all Soldiers separating in accordance with AR 601-280 attend their Reserve component counseling and appointments. Soldiers leaving the active component must consider the Reserve components as an option. Maintaining a trained Reserve is a vital part of our nation's defense.
  - c. Retention counseling is an ongoing effort and begins the day the Soldier arrives in the unit. Soldiers and families must feel they are valued members of the team. All levels of leaders must teach, coach and mentor Soldiers to enhance their professional development. Commanders and reenlistment NCO will conduct all required interviews in accordance with AR 601-280, Appendix C.

5. The 13<sup>th</sup> ESC retention program recognizes outstanding efforts according to the current Army mission policy. The awards program encourages maximum involvement in the retention effort by all, especially the individual Soldier's chain of command.

a. Soldiers who reenlist or extend under the Bonus Extension and Retraining (BEAR) will receive the remainder of the day off and a 4 day pass. Soldiers who enlist or transition into a Reserve Component will receive a 3 day pass.

b. A Retention Excellence Award will be presented to the Brigades that achieve their retention mission for the Fiscal Year in all categories.

6. All subordinate units will develop and implement their own Retention Awards Program designed to recognize their subordinate commands and reenlistment NCOs who meet or exceed retention mission objectives in every category.

7. Retaining quality Soldiers is a collective responsibility of all leaders. By ensuring accomplishment of all retention objectives, we ensure a trained and ready force to increase combat readiness in our formations.

8. All subordinate units will establish an annual retention budget for every fiscal year to ensure sufficient reenlistment publicity items are available for reenlistees. The presentation of retention publicity items are to recognize and commemorate continued service of Soldiers and Family members during reenlistment ceremonies. The establishment of an annual retention budget will assist units with retention requirements and effectively publicize the retention program.

a. The planning factor used in determining budget minimums is based on \$100.00 per missioned Soldier to reenlist for the current fiscal year. This monetary amount is broken down as \$75.00 appreciation package presented to every Soldier reenlisting and \$25.00 per Soldier for command publicity (posters, rugs and other unit publicity items).

9. EXPIRATION: This policy remains in effect until superseded or rescinded.

  
TERENCE J. HILDNER  
BG, USA  
Commanding

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