



DEPARTMENT OF THE ARMY  
HEADQUARTERS, 35TH AIR DEFENSE ARTILLERY BRIGADE  
UNIT #2075  
APO AP 96278-2075

EAAD-Z

24 June 15

MEMORANDUM FOR All 35th ADA BDE Assigned and/or attached Enlisted Soldiers

SUBJECT: 35th ADA BDE Policy Letter # 9 – Retention Awards and Incentives Program

1. References:

- a. Regulation 601-280 Army Retention Program, dated 4 April 2015
- b. AR 600-8-22, Military Awards RAR, dated 24 June 2013

2. This policy letter establishes a Retention Incentive Program and Commander's Retention Excellence Awards Program that enhances the commanders' ability to accomplish the Army Retention and Transition mission and goals.

3. Leaders at all levels must have daily involvement and the knowledge to properly counsel and inform Soldiers of their reenlistment options in order to sustain our quality Soldiers in the Army.

4. Units of the 35th ADA BDE that achieve their reenlistment objective of 100% or higher in all active categories during each quarter of the fiscal year while ensuring that only the best qualified Soldiers are allowed to reenlist will be recognized with an appropriate award from the Brigade Commander for Retention Excellence.

6. Each subordinate commander will establish a Retention Incentive and Award Program and are encouraged to recognize not only Soldiers who reenlist, but also their Retention NCOs, officers, NCOs, and Soldiers who substantially contribute to the success of the retention effort.

7. The point of contact for this program is the 35th ADA Brigade Senior Career Counselor at DSN 784-2958.

A handwritten signature in black ink, appearing to read "Mark A. Holler", is positioned above the typed name.

MARK A. HOLLER  
COL, AD  
Commanding