



SEEKING NEW FRONTIERS

1 SEP 06

Volume 1, Number 8

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LINKS TO BOSS

BOSS in Korea

<http://mwr.korea.army.mil/boss.htm>

Army-wide BOSS

<http://www.armymwr.com/portal/recreation/single/>

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BOSS Han River Casino Cruise



KOREA REGION:
<http://mwr.korea.army.mil>

To Register: Check with your BOSS Rep. Please sign up by paying only \$25 NLT 1200 Tuesday 5 SEP. 260/350 paid patrons to date. Sorry, there will only be one boat this year! (BOSS Rep script, flyer below)

Korea BOSS Calendars

Please see six-month calendar for Korea Region, 8th Army BOSS on page 5 below. Also, please see September Calendar for Areas I-IV. Please contact your unit BOSS Representative or local Community Activity Center for more information, or to volunteer.

DA BOSS and SMA Preston Wisdom

The Department of the Army BOSS Program Team recently completed a tour of BOSS training conferences at all US Army Regions. Please see page 6, "Worldwide Region BOSS Conferences Feedback", Good Ideas, presented by the DA BOSS Team.

SMA Preston, based on DA BOSS Team briefings and his own perspective of the status quo Army-wide, presented the message on page 7 to all CSMs.

Leisure Needs Survey Feedback

Each year MWR conducts meticulous surveys of its patrons, so MWR programs including BOSS will better understand their customers' needs and desires. This year's survey results were presented by KORO MWR Marketing during the July Quarterly BOSS Meeting at K-16. A summary of the Leisure Needs Survey Feedback is included on pages 8-9 below.

BOSS Photos:



Military Idol starts 6 September:

<http://www.armymwr.com/portal/recreation/promotions/militaryidol.html>

Han River Casino Cruise

BOSS Bargain Weekend

Casino Cruise
9 Sep 06
1800-2200

Seoul City Tour
10 Sep 06
1000-1600

City Tour POC:
Mr. Chong, Sang Nae 723-7564

Buses will depart from
the Arts & Crafts Center,
Bldg #4253, on Yongsan South Post
at 1600 & 1700.



Better Opportunities for Single &
Unaccompanied Soldiers.

Tickets are \$25.00 per person. Dress Code is "Dressy Casual".

"Open for all authorized U.S. Military and Civilian Personnel".

Deadline for ticket purchase is 5 Sep 06 1200.

POCs: Area I 732-6896 Area III 753-8825
Area II 738-5254 Area IV 764-4123
KORO BOSS 725-6070

Poker Chip Gaming,
Casino Games,
Entertainment,
Auction for Prizes,
Dinner,
Dancing, Music, and Loads of Fun.

Event Sponsors:



Mention of sponsor does not imply endorsement by U.S. Army.

Han River Casino

HAN RIVER CASINO CRUISE MESSAGE FOR BOSS REPS TO ANNOUNCE:

KOREA REGION, 8TH ARMY BOSS HAN RIVER CASINO CRUISE, SATURDAY, 9 SEP.

WHO:

300 Single or Unaccompanied Soldiers, BOSS/MWR Customers, and VIP guests, and 50 BOSS Representatives from all four US Army Area across the pen.

Volunteers will board the ship earlier in the day—volunteers sign up through BOSS Reps, or at local Community Activity Center—only 10 volunteers per Area. Volunteer uniform is white dress shirt—bow ties and red vests will be provided.

Limited to 350 Soldiers from all areas—it was a SELLOUT last year! Many tickets have already been purchased—don't miss the boat! 260 tickets distributed as of 25 August—only 90 tickets remaining, and 5 SEP at 1200 is the registration deadline.

WHAT:

Fine dining all night—Buffet Style, Korean, and American dishes.

The 8th Army Band Dixieland Ensemble will perform to get it started.

Poker Chip Casino Gaming: Black Jack, Texas Hold 'em, Craps, Roulette, Poker, Chuck-A-Luck. FREE Poker chips are handed out to all gamers at the start of the cruise—those with chips remaining may cash in at the end of the night for play money to bid with during the Auction.

Tables will be run by 50 BOSS Volunteers from throughout Korea—followed by an auction of cool sponsor-donated prizes.

Over \$4000 value in giveaways and auction prizes, including:

- ✓ One Couple Romantic Getaway Package and One Couple Pampering Package - value at \$350.00, Dragon Hill Lodge.
- ✓ A Grand Room for One Night Certificate - valued at \$270.00, Hyatt Hotel.
- ✓ One round trip ticket to the US, US Airline Alliance.
- ✓ More than 35 AAFES popular and electronic items.
- ✓ Fancy new BOSS Logo items.

DJ and Dancing, Open Host Bar (please, BOSS does not glamorize alcohol).

WHERE:

Cruise the beautiful Han River by twilight and moonlight—unique and spectacular photo opportunities.

Han River: Boat departs from Yeoido Pier, on the south side of the Han River, just west of Wonhyo Bridge and the 63rd Street Building, in Seoul. Please arrive early as parking is sometimes difficult.

WHEN:

Han River Cruise timeline:

(Each Area BOSS Program will coordinate transportation from separate installations).

- 1200 Set-up personnel depart to boat with equipment.
- 1300 Gaming volunteers meet at Yongsan Arts & Crafts to prepare—uniform is white dress shirt, as black bowtie and red vest will be provided.
- 1400 Gaming volunteers depart for boat for preparations.
- 1430 Volunteers meet at boat for instruction and preparations.
- 1530 Volunteers eat dinner.
- 1600,1700 Buses depart Yongsan Arts and Crafts with patrons.
- 1630 Patrons begin to load boat; dinner is served.
- 1645-1830 8th Army Dixieland Band performs.
- 1645 Gaming Casino opens.
- 1800-2200 Cruise, DJ, No-Host Bar, dancing, gaming. Buffet Dining all night.
- 2100 Auction of prizes (gaming ends at 2045).

WHY:

Korea BOSS programs and executes recreation and leisure events to build morale and improve quality of life among Soldiers.

This is a 13th Annual Event—not a booze cruise, such as the \$50 dinner-only cruises. This is a KORO BOSS Bargain event—4 hours of fun on the Han River.

FREQUENTLY ASKED QUESTIONS:

Q: Is this gambling? Casino game winnings are in the form of poker chips, which are handed out FREE to all who board. You cannot lose money! At the end of the night, poker chip winnings are used to bid for great prizes!

Q: How do I register? Installation Community Activity Centers will submit final rosters to KORO BOSS on 5 SEP signup deadline. Tickets are issued upon \$25 payment. The flyer has phone #s—the Casey CAC is located behind Primo's/Gateway Club, near the Education Center and front gate. Sign up at Moyer Rec/Bus Terminal on Yongsan.

Q: How do I get to Yeoido Pier? CACs and BOSS Reps have transportation instructions and maps. Pass through the Electronic Market west of Yongsan, cross Wonhyo Bridge, first right. Buses will also depart from Yongsan Arts & Crafts BLDG 4253 at 1600 and 1700.

A SPECTACULAR EVENT! ONLY \$25 PER CRUISER!

(KORO BOSS also offers a Seoul City Bus Tour on Sunday, 10 September, for only \$20. Plan ahead, and make it a weekend!)

Korea Region, 8th Army BOSS Calendars

KORO:

9-10 Sep 06	Yongsan	Han River Casino Cruise Bargain Weekend
10-12 Nov 06	Sorak Mountain	Mt Sorak Bargain Weekend
30 Jan - 2 Feb 07	TBD	Korea Region BOSS Forum
17-19 Feb 07	Korea	Winter Blast
29 Apr - 4 May 07	Washington DC	DA BOSS Forum

Area I:

2-Sep-06	CRC and Stanley	Labor Day Country Festival
3-Sep-06	Casey and Hovey	Labor Day Country Festival
13-Sep-06	Area 1	Quarterly Meeting
16-Sep-06	Stanley and CRC	Fall Ball
23-Sep-06	Area 1	Fashion Bash
30-Sep-06	Casey	Paintball Tournament

Area II:

4-Sep-06	Yongsan	Yongsan Luau A Day In Paradise
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Area III:

1 Sep 06	Camp Humphreys	Grill at Gate
2-3 Sep 06	Camp Humphreys	KoreaCon/Swap Meet
9-Sep-06	Camps Long/Eagle	Teddy Bear Day; Donate Bears For Orphans
15 Sep 06	Camp Humphreys	Grill at Gate
16 Sep 06	Camp Humphreys	Bungee Jump
16-Sep-06	Camps Long/Eagle	Bungee Jumping
20-26 Sep 06	Camps Long/Eagle	National Rice Month Help Farmers Harvest

Area IV:

2-Sep-06	Cp Walker- Kelly Gym	K&K MIME
11-Sep-06	Cp Walker	Patriots Day Celebration-5k run/walk/ BBQ
16-Sep-06	Camp Carroll	Farewell Luau (307th Signal)
16-Sep-06	Cp Walker CAC	"AREA IV VICTORY BLOCK PARTY"
20-Sep-06	Cp Walker - Kelly Gym	Hispanic Heritage Celebration
TBD	Camp Carroll	BOSS Stars of Tomorrow Contest

GOOD IDEAS

Worldwide Region BOSS Conferences Feedback

The following good ideas came from Installation BOSS Soldiers, Installation MWR Advisors, Installation Senior Enlisted Advisors, Region MWR Managers, Region CSMs, Region and Installation Marketing personnel, Installation PAO personnel, and other guests during the DA BOSS Program's participation in seven 2006 Region Conferences around the world, 2006.

1. Mission/Garrison Chain of commands:

- Show Mission units importance of BOSS and how it fits into their mission.
- Tie in Safety and Training when selling Program to the Chain of commands.
- Link tangibles to retention and combat readiness.
- Target your marketing differently to chain of command vs Soldiers - must speak their language.

2. When advertising - Post flyers in areas that you don't normally see them:

- Bathroom stalls
- DFAC Tables
- Waiting rooms in clinics, pharmacies
- Beauty Salons/Barber Shops
- Gyms (across from workout machines)

3. Publicity stunts/Advertising/Marketing:

- Walking sidewalk signs (human)
- Commercials on AFN, etc
- Radio Interviews with call in for prizes
- Installation WELCOME to BOSS Program
- Obtain BOSS vehicle
- Advertise on side of buses
- Get a famous person to be a spokesman
- Check out myspace.com or yahoo360 - many Soldiers are checking out these websites - as a possible place to advertise
- Set up Recruiting Teams to hit nonparticipating units
- Place notes in DECA/PX Grocery Bags
- Purchase personalized "cool" BOSS Gear, i.e., hoodies, current fashion
- Go Door to Door
- Stand in front of formations and talk about BOSS
- BOSS Mascot
- Promote Safe Sex
- BOSS VIP - more you participate, more you receive for incentives
- Referral Program - Bring a Friend to BOSS
- Use humor and latest trends to attract Soldiers to Program

SMA LEADER BOOK NOTES 06-16

Command Sergeants Major,

In 1989, the U.S. Army Community and Family Support Center (CFSC) was tasked to develop a program to get single Soldiers involved in determining their recreation and leisure needs. The Better Opportunities for Single Soldier (BOSS) program started with basic focus groups and has greatly expanded their scope during the past 17 years.

Today, the BOSS program supports the overall quality of life for more than 250,000 single and unaccompanied Soldiers around the globe. The BOSS program has proven to be a combat multiplier, supporting the chain of command by identifying concerns and providing recommendations on quality of life issues. Soldiers that take part in planning and executing BOSS activities use this experience to develop their leadership skills. Ultimately, BOSS has an impact on the readiness and retention of our Soldiers.

The BOSS program focuses on three core components: Well Being, Recreation and Leisure, and Community Service. Soldiers bring up well being issues in BOSS meetings at the unit and installation level where those issues are directed to the appropriate command or staff agency for resolution. Army-wide issues are forwarded to the Army Family Action Plan (AFAP) conference for resolution at the DA level. The BOSS program offers recreation and leisure activities for Soldiers. BOSS also gives Soldiers the opportunity to give back to their local communities by holding food and clothing drives and community clean up days. Soldiers say they find the community service aspect of BOSS personally rewarding. These activities allow our single Soldiers to focus their energy during off-duty time to meaningful projects vs. hanging out in the barracks or running the streets.

Statistics show that 49% of our Army is made up of single Soldiers, yet much of our focus continues to be on Soldiers with families. Last year, only one issue involving single Soldiers, an issue from Europe, made it to the DA level AFAP conference.

With that said, it is time to take the BOSS program to the next level. Two years ago, there were 95 BOSS programs Army-wide. Today, there are 82. What is causing the lack of interest in BOSS programs? After meeting with CSM (ret) Dedria Porterfield, the DA BOSS Program Manager, and SGT Jeanie Kline, the DA BOSS representative, I can see three areas that need immediate attention.

Number one – Leader involvement. We are an Army at war supporting a Nation at war. Our Army is in the midst of its biggest transformation since World War Two. All of our units are going through restructuring and alignment. We are a busy force. For our Army to be successful in garrison and in combat we need to focus on all facets of the individual Soldier. BOSS is an extremely important program to our Army and for it to be successful we need involvement from leaders at the unit and installation levels. Command support is a key factor in keeping the BOSS program viable. Our high operational tempo has unfortunately pushed the BOSS program to the back-burner at many installations. The Noncommissioned Officers Creed identifies the two basic responsibilities of an NCO as the accomplishment of the mission and the welfare of our Soldiers. One way to show command support is to attend BOSS events and to talk with the Soldiers who attend. Thank them for their support of BOSS and show them that the program is important to you and the commander. Attend BOSS meetings, listen to the topics that are discussed, and take action where needed.

Number two – Full-Time BOSS Coordinators. This issue was voted on as one of Europe's top 15 Army Family Action Plan issues for this year. Across the Army right now, we have 24 installations with full-time BOSS presidents and 58 installations with BOSS presidents on additional duty orders. Some of these additional duty Soldiers are only given 2 hours per week to perform their duties as BOSS installation president. Having part-time BOSS presidents has been a systemic issue for many years and is now crippling the program's effectiveness.

What is the role of an installation BOSS president? According to Department of the Army Circular 608-04-1, the installation BOSS president will ensure records of all single Soldier issues are maintained, tracked, and reported; plan, preside over, and facilitate installation-level BOSS meetings; ensure meeting minutes, with attendance figures, are prepared for and forwarded to the installation commander for approval; ensure an installation ledger of BOSS program revenue and

expenses is maintained; supervise all installation BOSS committees; and provide information and education on the BOSS program, as requested.

I need your recommendations on how to manage these programs to keep the programs relevant for our subordinate commands and our single Soldiers. Presently, the Garrison headquarters on each installation is responsible for the BOSS program. Garrison headquarters are now mostly civilian manned organizations with very few assigned Soldiers. Having full-time BOSS presidents has been the key to all successful programs. Senior mission commanders and their CSM are the key to filling these full-time positions to liaison with installation staff for planned and coordinated activities.

Number three – There is a direct link between Soldier safety off-duty and BOSS participation. We see some Soldiers getting in trouble with alcohol every weekend at Army posts, camps and stations around the world. BOSS gives Soldiers an alternative to going out to the clubs and bars. Soldiers who routinely take part in BOSS activities contribute positively to their communities and build lasting friendships with their fellow Soldiers. One example is the BOSS program at Fort Gordon, Georgia. No Soldier involved in the BOSS program has had a DUI, a hot urinalysis, an Article 15, or a negative off-duty infraction in the past two years. That is an impressive statistic that is a result of engaged leadership and an effective BOSS program that caters to the single Soldiers lifestyle.

Why do Soldiers get involved in the BOSS program? A Soldier in Okinawa, Japan said, *“The BOSS program is a way for a Soldier to Be, Know, Do...BECOME leaders, KNOW and learn how to effectively change things in the Army communities to better fit our everyday lives, and DO things that matter, such as give back to other Soldiers, the Army family, and our surrounding communities.”* Another Soldier at Fort Story, Va., said, *“I joined because I lived in the barracks and there was not a lot that I could do...I wanted to try to get Soldiers involved in other things rather than getting drunk at the barracks.”*

BOSS programs at installations around the world ensure that Soldier well being remains at the forefront. One 25th Infantry Division Soldier said his mother and father couldn't be there to welcome him home from Iraq last year, but he still got a heroes welcome. The Hawaii BOSS program welcomed home all single and unaccompanied Soldiers by giving each of them a flower lei and personally welcoming those Soldiers home. The BOSS Soldiers did this for more than 100 chinks of returning Soldiers.

Soldiers in Kaiserslautern, Germany take pride in their community service events. The local BOSS council goes out several times a year to keep the local area looking beautiful through their “Adopt A Highway” program, one of many events the Soldiers get involved in. Just this past April, nine service members from the Fort Detrick, Md., BOSS committee drove 17 hours and 1,076 miles to assist in the clean up of New Orleans following Hurricane Katrina. SPC Jennifer Holden, a Soldier involved in the clean up, said, *“I enjoyed it, I felt like we were part of the renewal process. Anything to better the city and get it back on its feet is worth it.”*

Extreme sports appeal to many of our younger Soldiers. The BOSS program in Korea understands this, and offers bungee jumping at events during the year. Soldiers at Fort Riley, Ks., take part in whitewater rafting three times a year due to high interest and heavy participation in the program. We are seeing BOSS programs now being tied to the Motorcycle Mentorship Programs forming at many of our installations. All of these events are well-supervised and safe for our participating Soldiers.

There are numerous examples of successful BOSS programs around the Army and how they give our Soldiers a positive outlet for their off-duty time.

I want to close by emphasizing how important the BOSS program is to our Army. As leaders, we need to support the program and encourage our single and unaccompanied Soldiers to take part during informal and formal counseling sessions. The three components of the BOSS program not only help our Army, but help our young men and women become better leaders and better citizens.

Hooah!

SMA Kenneth O. Preston

KOREA REGION MWR LEISURE NEEDS SURVEY SUMMARY FOR KORO BOSS

Impact on Soldiers' Life

BOSS positively impacts Soldiers' lives throughout the Army. This mostly impacts the "Feeling of a part of a community" & the "Feeling that the Army cares". (See chart 2-51). KORO BOSS is ahead of the Army in positively impacting lives.

What can we do?

The top 10 trends indicate what the community feels strongly about. Use them as a guide for planning events that are themed on these popular activities.

Some concepts include:

- Cross-promotions with nightclubs/lounges. Implement an on-going, monthly event. It takes a great deal of publicity & promoting to develop a successful event & a positive image, so make it a long-standing occurrence. Possibilities include: dance night at the club, Sunday dinner at the club, basketball game at the fitness center, etc.
- People tend to socialize with their "neighbors". Encourage BOSS members to meet up with others in their barracks/units for dinner, outings, etc. Also encourage the group to meet in the lobby beforehand to go to BOSS events. Will motivate some to attend more if other people they know encourage their participation.
- Reading: A monthly book club. Would be organized by BOSS through the local library & open to anyone.
- Internet/Multi-media: Most clubs have free wireless service. Some technologically advanced Soldiers may have a few ideas for developing a BOSS Computer/Gaming Club.
- Happy hour: Last Friday of each month host a BOSS happy hour open to the community. If Marketing is able to find a sponsor, this feature a "Open Mic" or other contest with a prize.
- Self-study: A study group for those attending school. It encourages those to review materials & less "slacking" since someone is waiting for you.
- Comraderie: Basically single soldiers are looking for a sense of belonging & family to make Korea a "home away from home". Think of what your family does...and apply those to your program.
- Partner with CYS to develop a Big Brother/Big Sister program.
-

The 91 leisure activities have been categorized into distinct areas that correspond to MWR functions. The table below presents the top five leisure activities for all respondents in your region for each of six categories. Also shown in this table are the percentages of respondents participating on post and off post. The activities in each category are ranked by the percentage of on-post participation.

TOP LEISURE ACTIVITIES BY CATEGORY

Team Sports Activities			Sports and Fitness Activities		
	On Post	Off Post		On Post	Off Post
	%	%		%	%
Basketball	24%	1%	Weight training	22%	1%
Softball	21%	1%	Bowling	22%	1%
Volleyball	15%	1%	Running/jogging	21%	3%
Touch/flag football	15%	1%	Cardio equipment	21%	1%
Soccer	13%	1%	Walking	15%	9%
Outdoor Recreation Activities			Entertainment Activities		
	On Post	Off Post		On Post	Off Post
	%	%		%	%
Picnicking	11%	10%	Watching TV/DVDs	23%	12%
Bicycle riding	7%	14%	Movie theaters	23%	5%
Paintball	3%	3%	Sports events	16%	4%
In-line skating	2%	3%	Live entertainment	16%	5%
Hiking	2%	17%	Plays/shows/concerts	13%	6%
Social Activities			Special Interest Activities		
	On Post	Off Post		On Post	Off Post
	%	%		%	%
Happy hour	26%	17%	Internet applications	14%	3%
Entertaining at home	21%	30%	Auto repair	11%	5%
Night clubs/lounges	20%	35%	Auto detailing/washing	10%	4%
Dancing	12%	24%	Computer games	5%	2%
Special family events	11%	14%	Digital photography	4%	8%