



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

SEP 05 2017

EAAD-Z

MEMORANDUM FOR All 35th Air Defense Artillery Brigade Soldiers and Civilians

SUBJECT: 35th Air Defense Artillery Brigade Policy Letter #9 – Retention Awards and Incentives Program

1. References.
 - a. Army Regulation (AR) 601-280, Army Retention Program, 1 April 2016
 - b. AR 600-8-22, Military Awards, RAR 25 June 2015
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.
5. Each subordinate commander will establish a Retention Incentive and Award Program and are encouraged to recognize not only Soldiers who reenlist, but also there Retention NCOs, officers, NCOs and Soldiers who substantially contribute to the success of the retention effort.
6. The point of contact for this program is the 35th ADA Brigade Senior Career Counselor at DSN 784-2958.
7. Ready in Defense!


RICHARD W. WRIGHT
COL, AD
Commanding