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STAFF AND WIRE REPORTS FROM ALL OVER



LISA ZILKA CHAVEZ/STAFF

Top-secret slogan

An 'Army of One' is out. How will the Army sell itself now?

An Army of One? Your number's up.

After five years of soldiers coming up with sarcastic, alternative slogans — "Get in touch with your inner barbarian" is just one of many found online in chat rooms and on blogs — the Army has decided the Army of One is a zero.

But the new slogan? It's top secret.

"We'll have to wait and see," said Paul Boyce, an Army spokesman at the Pentagon.

The Army's new advertising company, McCann-Erickson Worldwide, began filming new

campaign advertisements at Fort Riley, Kan., on Sept. 29, but Boyce said they won't release the new slogan until late October.

Any hints?

"We'll have to wait and see,"

Boyce said.

The new advertising spots will feature Fort Riley soldiers chosen during casting calls, Boyce said, because they had a "powerful story about the Army."

As in the past, the new campaign will be aimed at 18-to-25-year-old prospects and their "influencers," or the people who help them make decisions, Boyce said.

"Army of One" was meant to ap-

peal to the independent youth of the Y Generation, but many experts questioned the validity of selling the Army on individuality. On the first day of basic training, new trainees learn to work together — and not to catch the drill sergeant's eye for any reason.

But, Boyce said, don't expect "Army of One" to disappear completely, just as the Army continues to use "Be all you can be" and "We want you."

"The 'Army of One' remains with the Army," he said. "It's a campaign that has evolved over the past 33 years."

But there *will* be a new slogan? "We'll have to wait and see," Boyce said.

— Kelly Kennedy

ON THE WEB

Send us your slogan idea (you may see it in a future story, so please make it printable) with your name and phone number to armylet@armytimes.com.

HISTORY — YOU CAN'T MISS IT

Attendees at the Association of the U.S. Army annual meeting Oct. 9-11 in Washington, D.C., should have no problem spotting the Army Historical Foundation's National Museum of the Army exhibit.

The 10-by-20-foot display will be located in the Washington Convention Center, directly across from the registration area.

The exhibit will highlight the campaign to build the museum at Fort Belvoir, Va., and will include an area for soldiers and Army veterans to enroll in the Registry of the American Soldier. Enrollment is free, and to date, nearly 30,000 soldiers and veterans have added their names to the registry, which will be permanently displayed at the museum.

TOWERING SERGEANT IN BRONZE

The memory of a soldier who served as first sergeant for the Lewis and Clark Corps of Discovery 200 years ago has been honored with a 10-foot-tall bronze statue outside the gate of Fort Lewis, Wash.

Sgt. John Ordway, the only serving noncommissioned officer to join the trailblazing expedition



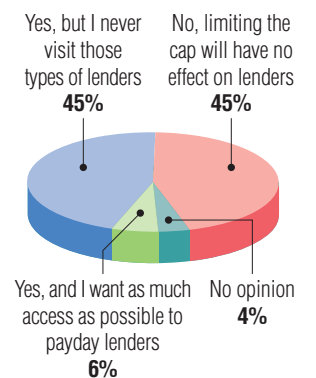
JOHN FROSCHAUER/
THE ASSOCIATED PRESS

A 10-foot-tall statue of Sgt. John Ordway of the 1803 Lewis and Clark expedition is unveiled at Fort Lewis, Wash., on Sept. 30.

FAST FACTS

PAYDAY LENDERS

A little more than half of the respondents to a Sept. 1-22 Military Times online poll say they believe limiting annual interest rates on payday loans and fees to 36 percent will decrease the number of payday lenders near military installations. How respondents answered when asked if they thought an interest cap would thin the number of such lenders:



Total votes: 1,491

Sources: armytimes.com, navytimes.com, airforcetimes.com, marinecorpstimes.com

Vote in this week's poll at www.armytimes.com.

when it began in 1803, was recruited for the Corps of Discovery by Capt. Meriwether Lewis and Capt. William Clark while serving as a sergeant with the 1st Infantry Regiment at Fort Kaskaskia, Ill.

The expedition was organized as a company, and because of his leadership skills and experience, Ordway not only served as a squad leader but as first sergeant responsible for daily administration. And, in the absence of the captains, he served as company commander.

Ordway, who lived from 1775 to 1817, was literate and was the only member of the expedition to keep a journal throughout the trek from St. Louis to the mouth of the Columbia River and back.

LESS TAXING, MORE FISHING

Alabama Lt. Gov. Lucy Baxley, the Democratic nominee for governor, wants her state to thank its National Guard by providing a tax break and free hunting and fishing licenses.

Baxley said Alabama should eliminate its state



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THE MONTHS AHEAD Dates you need to know

EXPEDITIONARY WARFARE

The 11th annual Expeditionary Warfare Conference is **Oct. 23-26** in Panama City, Fla. www.ndia.org

SNIPER COMPETITION

The sixth annual International Sniper Competition is **Oct. 27 to Nov. 4** at Fort Benning, Ga. <https://www.benning.army.mil/infantry>

MISSILE CONFERENCE

The American Institute of Aeronautics and Astronautics' Missile Sciences Conference is **Nov. 14-16** in Monterey, Calif. www.aiaa.org

MILITARY OFFICERS MEETING

The Military Officers Association of America's annual meeting is **Nov. 18** in Arlington, Va. www.moaa.org