



**Inside This Issue**

Introduction	<a href="#">Page 2.</a>	Career Advisors	<a href="#">Page 7.</a>
Directors Desk	<a href="#">Page 3.</a>	National Guard	<a href="#">Page 8.</a>
Deputy and HR Specialist	<a href="#">Page 4.</a>	Engagement Officer	<a href="#">Page 9.</a>
Proponent SGM	<a href="#">Page 5.</a>	QTR Highlights	<a href="#">Page 10.</a>
Proponent Warrant	<a href="#">Page 6.</a>	Teams Pg. and POCs	<a href="#">Page 11-12.</a>



OCADA Director

LTC Mary Thornton



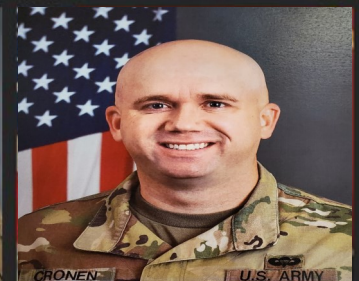
OCADA Deputy Director

Mr. Jeremy Bennett



OCADA Sergeant Major

SGM George Rupprecht



OCADA Proponent WO

CW4 Christopher Cronen

The OCADA newsletter is produced for members of the Air Defense Community. The contents of the newsletter are not necessarily official views of, or endorsed by, the U.S. Government, Department of Defense, Department of the Army, or the ADA Proponent Office. It is published quarterly according to AR 25-30. The OCADA Newsletter is produced and distributed by ADA Branch, Operations and Engagement Division of the Office, Chief of Air Defense Artillery, Fort Sill, OK.

# Introduction

## OCADA Mission Statement

OCADA manages the Personnel Life Cycles for ADA active and reserve component officers, warrant officers, and enlisted Soldiers; conducts Branch Marketing initiatives; publishes ADA Online and contributes stories to the Fires Professional Bulletin in an effort to maintain the quality and health of ADA MOSs and Areas of Concentration (AOCs), while improving the overall image of the branch and fostering esprit de corps.

## 8 Personnel Life Cycle Management Functions



- 1. Structure** – Manages MTOE/TDA changes; ASI/PDSI; grade; MOS; job descriptions and performance standards; career progression patterns, future authorizations assessments; reclassification
- 2. Acquisition** - Oversees Manpower Management; Accessions & Retention; Training Integration, and overall total ADA end-strength.
- 3. Distribution** – Slotting; adjustments to support force structure changes; assignment policy; initiatives to mitigate adverse effects of imbalanced MOSs; individual and unit stabilization
- 4. Development** – Training, Education, Experience
- 5. Deployment** – Evaluate effects of mobilization on personnel
- 6. Compensation** – Concepts for use of pay / benefits to improve health of the force
- 7. Sustainment** – Well-being of ADA personnel; communication; advocate for Air Defender interests; assess effects of deployments
- 8. Transition** –Exceptions / changes to separation policy



# Director's Desk



To the Leaders and Soldiers of the Air Defense Artillery Branch,

Thank you for your service and commitment to our nation and branch.

OCADA had an extremely busy fourth quarter and this quarter will be the same. We aim to maximize our efforts in case of an impending shutdown. As you will see throughout this newsletter, my team remains focused on four of our personnel life cycle functions, acquisition, distribution, sustainment, and compensation, functions. We regrettably said farewell to SGM Martinis Butler and CPT Kristofer Thompson, our previous Proponent SGM and Engagement Officer. Their hard work, innovation, and loyalty to OCADA and the branch will be felt for years to come. We wish them both the best in their future assignments at 108th ADA BDE and 11th ADA BDE. We excitedly welcome SGM George Rupprecht, CPT Gabriel Bull, and SFC Julio Cruz. They will serve admirably as our new Proponent SGM, future Engagement Officer, and 14H Career Advisor respectively. All three personnel came highly recommended and therefore were selected among their peers to serve the branch. Welcome to the OCADA Team!

CMF14 ended FY23 Non-Prior Service (NPS) Accessions at 57%. While this was still below the Army average by 73%, the branch achieved a higher accessions rate than projected. We were previously projected to be at 32% versus the Army average of 51% by the end of FY23. Thus, while ADA's low percentage remains on trend for a third year in a row, we are proud to see the 25% increase. We attribute the rise in accession to increased recruiting efforts and bonuses. Additionally, and especially, with your help through advocating the branch with capable Officers, NCOs, Soldiers, equipment, and experiences, accessions improved. The OCADA teams' bi-monthly engagements with your personnel and weapon systems all over the nation to air shows, schools, communities, Meet Your Army events, conventions, and more made an impact. Sharing "Why I Serve" videos with potential recruits is a powerful promotion but having Soldiers who operate a Patriot Launcher or Avenger enthusiastically explain the weapon system in addition to their passion for ADA is the ultimate persuader. So, thank you and let's continue to strive to increase our accessions for FY24 together.

We continue to reach new heights in executing and achieving our goals IRT sustainment function. Not only did we brief over 3,000 ROTC cadets at Cadet Summer Training and over 1,500 at USMA Branch Week, but we ended fourth quarter with a two-week SOCAL recruiting event ISO 6th Recruiting BDE. This NPS engagement included 31st ADA BDE personnel and equipment and produced over 8,000 qualified leads. As we look to leverage our partnerships with USAREC, Marketing and Engagement Brigade (MEB), and Army Enterprise Marketing Office (AEMO), we will be reaching out to more operational units for support with upcoming events. As stated above, we must continue to work together to increase our FY24 accession goal. Please reference the engagement calendar for possible opportunities to partner with OCADA and spread our ADA mission and experiences with talented personnel and equipment.

The FY24 Cadet Evaluation Panel is almost complete. Thank you all for providing high caliber officers to sit the panel and help select future ADA Second Lieutenants. The panel reviewed 1,111 USMA and 3,335 ROTC cadet files to select the most preferred, preferred, and least preferred candidates. I have the opportunity to sit the FY24 ROTC Branching Board as the ADA representative at Fort Knox this year and am looking forward to seeing and being a part of the process. The branch expects to receive ~ 60 USMA cadets and ~100 ROTC cadets. Cadets will find out their branch results 30 NOV 23.

As a friendly reminder, this quarterly newsletter and OCADA briefs to your units are a few ways OCADA aims to communicate, advocate for, and assess the effects on our branch. Please reach out to my team and I for questions, concerns, or to schedule a briefing!

**"First to Fire!"**

# Deputy to the Director of OCADA



Hello Air Defenders! As discussed in last quarters Newsletter, our Branch continues to grow at a historic rate. As we open FY24 we are growing from 9,234 spaces to 9,336 overall. FY24 will see a few changes to our force structure with the activation of 1-57 ADA Battalion in US Army Garrison, Ansbach Germany (with a Battery in Vincenza, Italy) and the conversion of a few Patriot Battalions to AIAMD. We have been working tirelessly within the Proponent as well for Counter-small Unmanned Aircraft Systems units which will have two Division Sets (comprised of handheld systems, M-LIDS, and FS-LIDS systems) that are scheduled in FY24 to stand-up at Fort Cavazos, TX and Fort Liberty, NC. OCADA will remain engaged with the Force Development Division and our HRC counterparts to ensure that units are structured IAW Army Senior Leader guidance and designed to meet multi-domain operations for Army 2030 and beyond.

The new Active Component Manning Guidance (ACMG) FY24-26 has been published and is effective as of 1 OCT 23. HRC ICW unit S1/G1s leverage manning cycles approximately 12-24 months prior to mission execution for the timely arrival of personnel. It is imperative that leaders look at the new ACMG as there are several changes to the previous guidance in terms of ASL Directed Fill vs. Manning Categories. For more info please see the ACMG link on our Teams Page under Dep Dir Documents!

**"First to Fire!"**

## OCADA HR Specialist



From the Desk of the OCADA HR Specialist! As 2023 winds down, the ADA Branch can look forward to some new and exciting changes across CMF 14. We can expect to see the growth of new M-SHORAD and IFPC Battalions, fielding of IBCS, and the establishment of C-sUAS Batteries. All of these capabilities will bring with them not only new technologies, but the growth of our branch across the Army. As your ADA Proponent HR Specialist, I am dedicated to ensuring that our Soldiers have the ability to climb the ranks within their respective AOC/MOS by ensuring the Average Grade Distribution Matrix (AGMD) is balanced, SIs, ASIs and PDSIs are established, and that our Duty Titles and Standards of Grade are accurate and documented for all of our Officers, Warrant Officers, and Enlisted Soldiers. While recruiting and retention remains a challenge across the Army, our branch must remain focused on retaining today's Soldiers that will fight with tomorrow's equipment!

Exciting new capabilities such as High Energy Lasers (HEL), High Powered Microwaves (HPM), and Counter UAS defeat systems are on the horizon, and it will be Air Defenders who field those systems. As we move into the fall, the call for nominations for our Annual Knox, Hamilton, Shipton, and Sage Awards has gone out, and I look forward to assisting the commands in identifying and processing their submissions for these highly coveted honors. As the custodian of our Regimental Program, I would like to extend my thanks to those who have submitted their requests for Honorary Colonel, Warrant Officer and Sergeants Major of the regiment positions.

**"First to Fire!"**



# Proponent Sergeants Major



Greetings Air Defenders from the OCADA Proponent Sergeants Major office. I would like to express to the entire community what an honor it was to be chosen to continue serving this amazing branch in a capacity that can effect change while serving every Soldier, Officer, Warrant Officer, Civilian, and Joint/ Foreign Partner, thank you. Earning the ability to co-manage the eight personnel life cycle management functions for the branch means I will continue to give everything I have to ensure the quality and health of all ADA MOSs and areas of concentration, while improving the overall image of the branch.

First, the team would like to thank SGM Martinis Butler for his dedicated service and drive while putting in yeoman's work as the OCADA SGM. His professional expertise and devotion to the branch brought about new concepts and methods to improve marketing Air Defense to non CMF14 MOSs who are out recruiting America's sons and daughters to join not only the Army, but ADA specifically. Additionally, his determination to connect with others helped spearhead the creation of Microsoft Teams pages dedicated to each MOS within the branch and a general ADA page with information and communication capabilities needed to support every member of our community. The OCADA Team wishes SGM Butler and his family the best as they transition back out into the operational force.

As most of you are aware the branch and Army is being challenged to meet its yearly accession goals. This year we achieved 57% of our target but still fell short 619 highly motivated teammates. This multi-year issue is being attacked by the team, but your help is needed to retain the amazing individuals that have already joined the military family. We need your help in creating a culture and climate that encourages our Soldiers and their families to continue serving regardless of the opportunities that the civilian workforce offers. We will continue to do our part and provide analysis and data that turns into reenlistment bonuses / options. As of 01 October 2023, retention bonuses associated with a minimum (3 years) and maximum (6 years) time in service requirement are as follows:

14E: E4 & below \$4,700 - \$52,300	14P: E4 & below \$3,000 - 20,500
E5 \$2,100 - \$7,600	E5 \$2,400 - 10,900
	E6 \$2,500 - 12,400
14G: E4 & below \$4,300 - 41,800	14T: E4 & below \$3,000 -20,500
E5 \$2,100 - 7,600	E6+ (w/T4) \$3,700 -25,300
14H: E4 & below \$3,000 - 20,500	

Lastly, OCADA has and continues to engage Non-Prior Service (NPS) individuals at Fort Jackson's Future Soldier Preparation Course (FSPC) as part of our accessions goal. Apart from a few missing entry requirements, these Americans are undergoing education and training to become Soldiers. Our team conducts monthly visits to FSPC to share our ADA experiences, answer questions, and increase their interest in the branch. We are proud to say that ADA is the only branch to do this, and the payoff has showed a significant increase in CMF14 accessions since starting these frequent engagements. We also survey the new AIT population to obtain feedback on their rationale for joining ADA IOT enhance our themes and messages. As we increase our FSPC activities, OCADA is offering to pay for an opportunity for young, talented, Air Defenders from the Operational Force to accompany our team on upcoming visits and share their experiences about their MOS to bolster our efforts in recruiting new teammates. Junior Soldiers telling future Soldiers why they chose ADA and why it is an exciting branch will directly assist in marketing and accessions efforts. Please contact me for a trip and thank you all in advance for serving our Army and Air Defense!

**"First to Fire!**





# OCADA Senior Career Advisors



## 14E: SFC Johnathon Huitt

Team, as we finish out 4th quarter for FY23 and begin the start of the new FY, we find ourselves staying on track for our anticipated growth for both weapon systems and personnel. This can be seen with just the increase to our non-prior service (NPS) accessions for CMF14. While the Branch did not achieve 100% mission for FY23, we did vastly better compared to the previous FY with an increase of over 20% recruited. Specifically, I have been diligently reworking the DA-PAM 600-25 in lieu of the changes coming with the publishing of ARSTUCT 25-29. The Teams page is thriving and welcomes all 14Es to join and collaborate with everyone across the Branch. If you have any concerns or questions regarding the MOS do not hesitate to reach out. Lets do our best to continue making this Branch the best it can be and dominate this FY.

## 14T: SFC Roger Euler



This quarter, our office focused on three Branch priorities. The first was Non-Prior Service accessions. We worked in tandem with USAREC, using personnel and equipment to highlight ADA at local, regional, and national events. We also successfully strove to have enlistment bonuses for every MOS in ADA. Our second priority was cadet accessions. We engaged future Army Officers at multiple ROTC programs, CST, and West Point Branch Week. Finally, we have consistently addressed the future shape of our force through the ongoing MOS crosswalk. Using the Commandant's intent, we have been developing the most favorable solution across the DOTMLP-F domains for the manning and MOS ownership of new weapon/C2 systems.

## 14P: SFC Tramaine Brown



We have come to an end for FY23, and the OCADA team has accomplished many tasks that benefit air defenders moving forward regarding the eight personnel life cycle management functions. Over this fiscal year, we have recoded 898 personnel, gained 39 certifications on Army Credentialing Opportunities Online, reclassified 30 personnel for the 14P MOS, and continue to fight the Retention/NPS Accessions shortage battle by raising the percentage from 21% to 50%. As we know, the threat from the air can be swift and devastating. Our ability to protect ourselves, our allies, and our assets depends on having strong and vigilant AMD crew members. We must keep the best and brightest Soldiers on our team and in our branch! Please continue to contact me about ways to make our MOS better and more efficient, especially regarding the Quality of Life for our Soldiers. Stay prepared, stay vigilant, and most of all, stay safe.

## 14H: SFC Julio Cruzsorrentini



As the new 14H Senior Career Advisor, I am excited to support and guide individuals in their career paths. With a wealth of knowledge and experience in this field, I am dedicated to helping individuals navigate the complexities of the 14H career field. My role is not just limited to providing advice and information; I strive to mentor and advocate for those seeking a fulfilling and successful career in air defense. Whether it's assisting with the most up-to-date information or guidance for future assignments, my goal is to empower individuals to make informed decisions and assist them in their career aspirations. I am committed to staying up to date with current trends and advancements in air defense to ensure that my guidance is relevant and impactful. Building a solid career planning and development foundation is vital for long-term success, and I am eager to share my expertise and resources with those I can assist.

## 14G: SFC Caleb Wayne



Team, it was a busy 4th quarter as we continue to advocate for and help shape the future of the branch. Much like you, we are awaiting the publication of ARSTRUC 25-29 to see what actual changes will occur, but one thing is for sure, we are growing as a branch. We have begun a revision of DA PAM 600-25 and are working to ensure that this revision captures future changes to formations and provides clarity for your career progression.

As you are likely aware accessions for the Army have been lower than the total Army requirements. We have been making a huge effort to promote the branch in many new ways. From sporting events to national air shows we have been showcasing not only our amazing equipment but telling our story. Your story!

The 14G Teams page has over 600 members and continues to grow. If you are not a member, please request to join today. We are a unique MOS and are expected to perform in multiple echelons and positions throughout the Army. Our Teams page is a tool for your collaboration and knowledge sharing. It is our tool, and it will be as effective as we make it. Please reach out if you have any ideas for improvement or enhancement.

I am nearly complete with this assignment and due to transition next quarter. We are in the process of selecting the next 14G Career Manager and will publish an ACT message once they have arrived in the seat. It has been an absolute honor to serve the branch and the 14G community in OCADA.

**"First to Fire!"**

# Army National Guard



## ARNG Proponent: MSG Joshua Rea

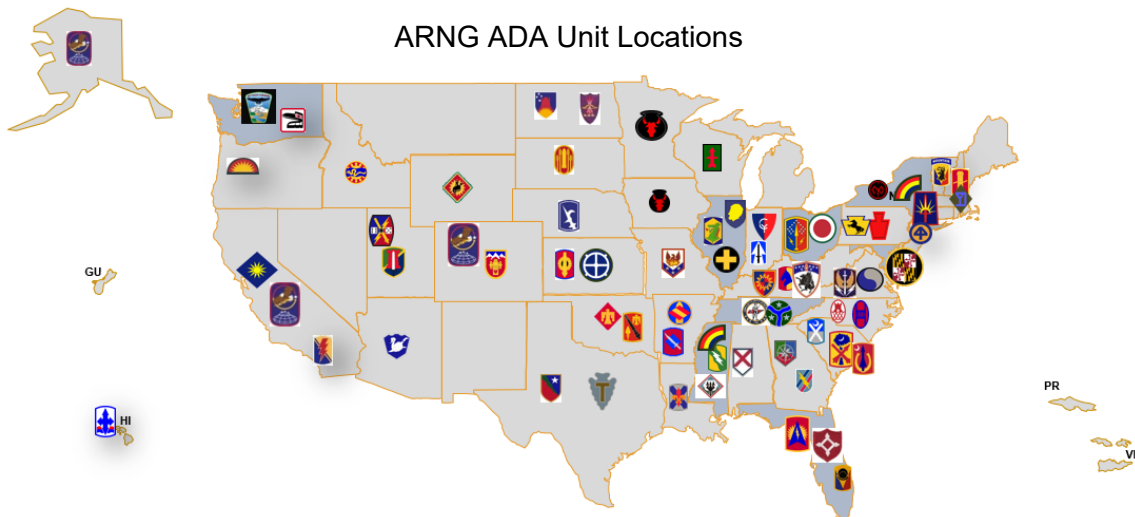
I am honored to serve as the ARNG Proponent NCO here at OCADA, bringing the voice of the Guard to the Regular Army. The 14S to 14P conversion is moving along as previously stated and we just updated the Standards of Grade for 14P TDA slots. Once the process is complete, the Notification of Future Change (NOFC) will be published and ARNG units may begin to build out MTOE/TDA authorizations and recruit 14Ps in their formations.

I would like to congratulate COL Dani Williams on her selection as the next commander of 100th Missile Defense Brigade (GMD), Colorado Springs. COL Williams brings a wealth of experience as an Air Defense and General Staff Officer and will ensure their mission's success.

The ARNG continues to support the National Capital Region-Integrated Air Defense Sector (NCR-IADS) and Operation Spartan Shield (OSS) missions, as well as the various State level missions such as responding to natural disasters, or any State emergency as declared by their Governors. The ARNG ADA community also recognized SFC Patrick Sharp for winning the National Guard Sage Award earlier this year, and earning the Senior Army Instructor Badge for his efforts at the Regional Training Institute, Florida (ADA).

### Did you know?

- ARNG ADA positions are across the country?
  - There are not only SHORAD Battalions, Brigades, and one ARNG AAMDC but there are also ADAM Cell units spread across 46 States, supporting Divisions, IBCTs, Aviation, and FABs; Ground Midcourse Defense missions spread across three states to combat Tactical Ballistic Missiles; Defending the airspace in the National Capital Region; as well as LNOs to various Commands, SECDEF, and HQDA.
- ARNG ADA missions are unique to the ADA community?
  - ARNG provides 24/7/365 Air and Missile Defense in support of the Homeland Defense missions in the Eastern and Western Air Defense Sectors.
  - Not only do ARNG ADA Soldiers provide ADA missions, they also provide disaster and emergency response specific to their State, when authorized by their Governor.



**"First to Fire!"**



# Engagement Officer

## CPT John Koffman



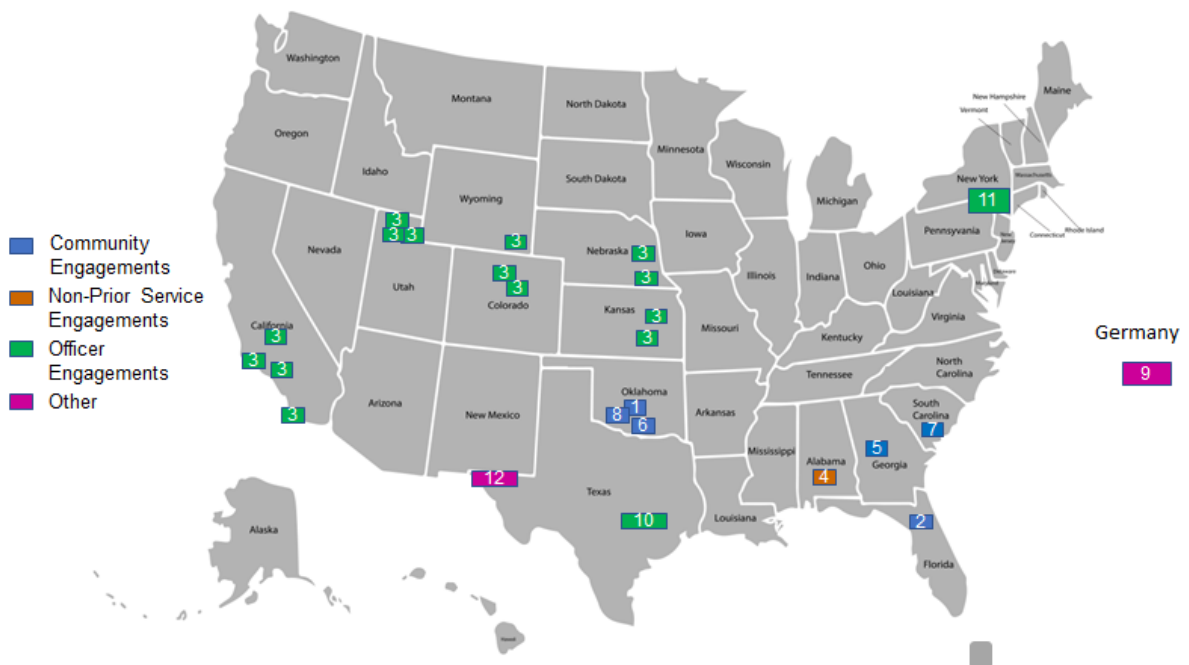
Greetings to all Air Defenders across the globe. This past quarter has been busy and exciting for our OCADA team as we have traveled from New York to California and many places in between. Our recent focus has been primarily on the Cadet population. We have engaged thousands of Cadets over the past quarter through Cadet Summer Training (CST) at Fort Knox and West Point Branch Week. At both events we marketed the opportunities and challenges of Air Defense Artillery to future Officers. On top of this, the OCADA team is working diligently to evaluate every cadet in the branching process on their capacity to perform as an Air Defense Officer.

In this coming quarter, OCADA plans to engage with over 20 University ROTC programs with trips planned to Kansas, Nebraska, Arizona, Utah, Colorado, California, Oregon, Washington, and Wyoming. On top of the ROTC engagements, we have Air-shows, High School recruiting events with JROTC programs, Air Defense Unit Briefs, and local Oklahoma events. This action-packed schedule provides us with the opportunities needed to fight the retention and accession battle that Air Defense is currently facing.

We look forward to traveling to various and diverse communities to meet and spread the ADA message to those with aspirations of joining the Army, from future Officer candidates to prospective enlisted candidates. Please reference our current engagement map below to see if we are planning to visit your area this quarter and don't forget to schedule an OCADA update and Warrant Officer Culture Campaign brief for your BN!

## 1st Quarter Engagement Calendar

	Color	Date	Location	Event
1	Blue	4 OCT	Fort Sill, OK	FCOE STEM Engagement
2	Blue	28 OCT	Jacksonville, FL	Florida vs Georgia Football Game
3	Green	Fall '23	CA, UT, KS, NB, CO	ROTC Engagements
4	Orange	3-5 NOV	Tuscaloosa, AL	LSU vs Alabama Football Game
5	Blue	3-5 NOV	Atlanta, GA	Falcons vs Vikings Game w/3-4 ADAR
6	Blue	6-7 NOV	Lawton, OK	Cameron University Vet Fest
7	Blue	9-12 NOV	Charleston, SC	The Citadel Military Appreciation Weekend
8	Blue	10 NOV	Altus, OK	Altus Balloon Festival
9	Purple	13-17NOV	Edelweiss, DEU	52 <sup>nd</sup> ADA BDE Offsite & WO Culture Campaign
10	Green	18 NOV	Houston, TX	Houston College Expo
11	Green	29 NOV	West Point, NY	USMA Branch Night
12	Purple	6-8 DEC	Fort, Bliss, TX	32d AAMDC QTR





# QTR Highlights



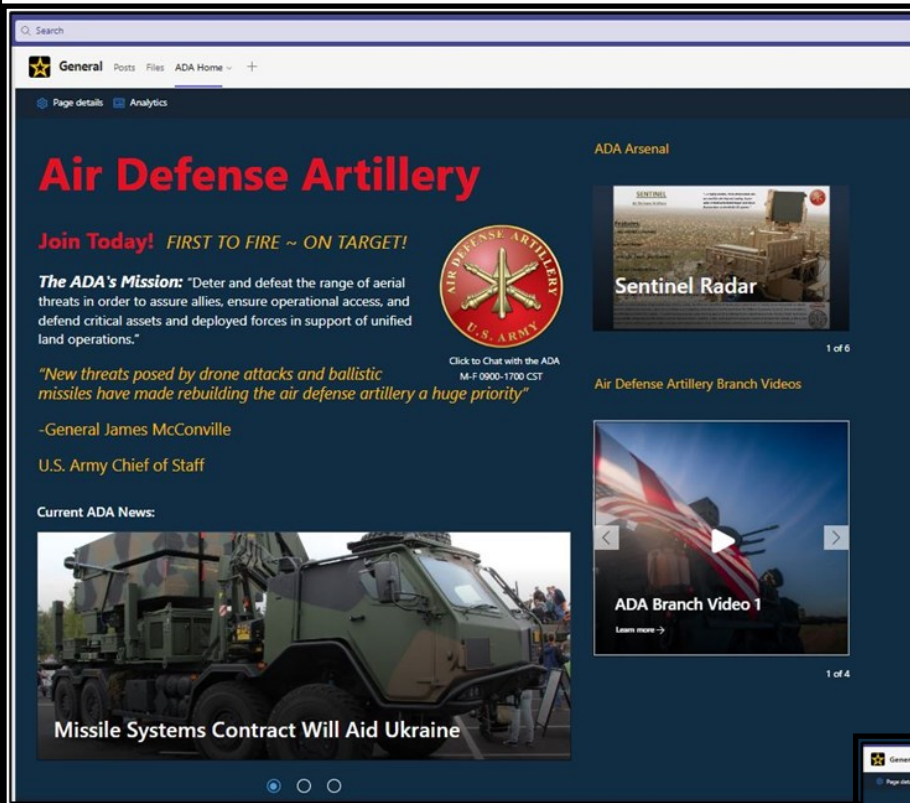


# MS Teams ADA Branch Page

## Features:

- Direct messaging with the ADA Proponent
- Streamline Questions or Request for Information
- Current ADA News
- Current ADA media content
- MOS Information pages
- Social Media Links
- Unit locations

Recurring updates by the ADA Proponent to ensure Recruiters have access to up-to-date media and content.



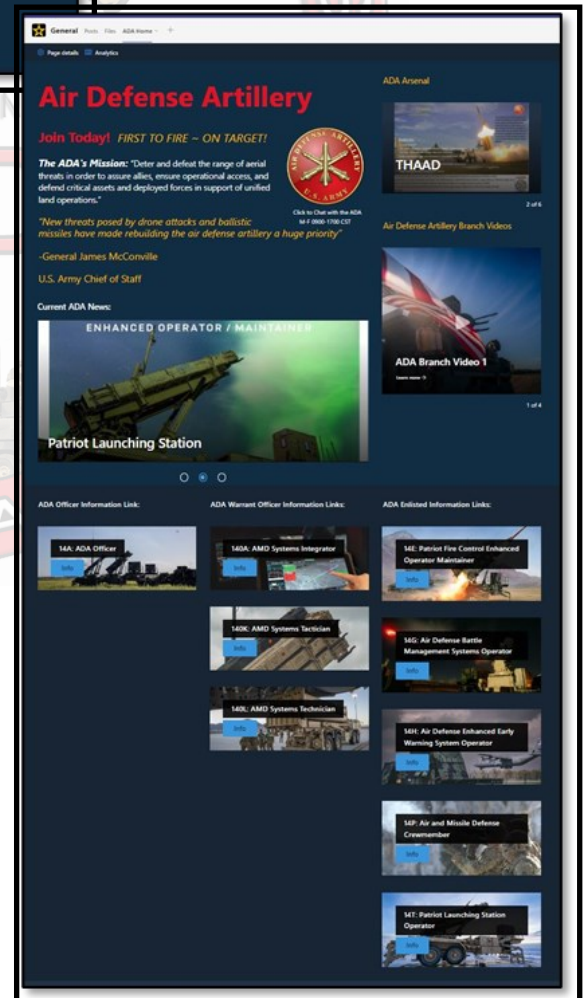
## Interactive MS Teams Site for ADA Branch

This product provides current and future air defenders with an interactive site chat with the ADA Proponent and streamline questions or RFIs, in addition to demonstrating the capabilities, breaking branch news and job opportunities of Air Defense.



Link:

<https://dod.teams.microsoft.us/l/team/19%3adod%3a04b5e81365974be785b4b4776b245203%40thread.tacv2/conversations?>



# Contacts

## OCADA Contact Information

Title	Name	Email	Phone
Director	LTC Mary E. Thornton	<a href="mailto:mary.e.thornton10.mil@army.mil">mary.e.thornton10.mil@army.mil</a>	(580) 442-0617
Deputy Director	Mr. Jeremy R. Bennett	<a href="mailto:jeremy.r.bennett3.civ@army.mil">jeremy.r.bennett3.civ@army.mil</a>	(580) 558-0486
Proponent SGM	SGM George S. Rupprecht	<a href="mailto:george.s.rupprecht.mil@army.mil">george.s.rupprecht.mil@army.mil</a>	(580) 442-8949
Proponent Warrant Officer	CW4 Christopher L. Cronen	<a href="mailto:christopher.l.cronen.mil@army.mil">christopher.l.cronen.mil@army.mil</a>	(580) 558-0837
Engagement Officer	CPT John A. Koffman	<a href="mailto:john.a.koffman.mil@army.mil">john.a.koffman.mil@army.mil</a>	(580) 558-0485
HR Specialist	Mr. Robert W. Bedford	<a href="mailto:robert.w.bedford4.civ@army.mil">robert.w.bedford4.civ@army.mil</a>	(580) 442-6842
OCADA Operations	Mr. Ethan E. Augustine	<a href="mailto:ethan.e.augustine.civ@army.mil">ethan.e.augustine.civ@army.mil</a>	(580) 558-0487
14P Senior Career Advisor	SFC Tramaine J. Brown	<a href="mailto:tramaine.j.brown.mil@army.mil">tramaine.j.brown.mil@army.mil</a>	(580) 442-4535
14G Senior Career Advisor	SFC Caleb S. Wayne	<a href="mailto:caleb.s.wayne.mil@army.mil">caleb.s.wayne.mil@army.mil</a>	(580) 558-0483
14T Senior Career Advisor	SFC Roger K. Euller	<a href="mailto:roger.k.euller.mil@army.mil">roger.k.euller.mil@army.mil</a>	(580) 558-0484
14E Senior Career Advisor	SFC Johnathan A. Huitt	<a href="mailto:johnathon.a.huitt2.mil@army.mil">johnathon.a.huitt2.mil@army.mil</a>	(580) 558-0482
14H Senior Career Advisor	SFC Julio E. Cruzsorrentini	<a href="mailto:julio.e.cruzsorrentini.mil@army.mil">julio.e.cruzsorrentini.mil@army.mil</a>	(580) 442-9173

### Follow Us On Social Media

### Did you know?



<https://www.facebook.com/ADApronentOCADA>



<https://www.instagram.com/>



[https://twitter.com/u\\_ocada](https://twitter.com/u_ocada)



<https://sill-www.army.mil/ocada/>



[ADA Directory](#)

#### OCADA is the OPR for the ADA Directory?

The ADA Directory consists of key leadership POCs for all ADA formations. Our Plans and Ops Specialist requires your assistance in updating the directory. The directory is sent via email to unit S-3s and S-3 SGMs at the beginning of each month for updates.

#### OCADA is OPR for the Regimental Boards in Snow Hall at FSOK?

We need BNs' assistance in updating chain of command with pictures. Please contact Mr. Jeremy Bennett or Mr. Ethan Augustine.

<b>Improves</b>	<b>Organizations</b>
<b>Manages</b>	<b>Careers</b>
<b>Oversees</b>	<b>Acquisition</b>
<b>Ensures</b>	<b>Diversity</b>
<b>Branch</b>	<b>Advocates</b>