



AEMO

Army Enterprise Marketing Office

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AEMO'S FIRST HOLIDAY SEASON

BY MAJ ALEX WILLARD

As we rapidly approach the end of 2019, it's worth remembering all that's happened since the Army Enterprise Marketing Office (AEMO) began less than just 5 months ago. Our office space expanded from a small break area next to USACE's lunch room in the Central Standard Building, to a corner suite in the JCK Federal Building with a view of Lake Michigan. We've grown from an initial crew of just five people in Chicago, to 15 team members here in the Windy City. We also launched the Army's new recruiting campaign, "What's Your Warrior." We have a lot to be thankful for. Therefore, we are celebrating the holiday season and the end of a great year at AEMO's first holiday party on 19 December. If you happen to be in Chicago then give us a call! If you can't make it, we will ensure to share photos in next month's issue.

AEMO MONTHLY
NEWSLETTER

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LIVING AT FORT SHERIDAN

BY MAJ TIM MCDONALD

Located on Chicagoland's "North Shore", military housing at Fort Sheridan combines the benefits of on-post living with tremendous access to a well preserved lakefront. Great Lakes Family Housing maintains homes at Fort Sheridan as a satellite community for Naval Station Great Lakes, which is 9 miles away and provides healthcare, commissary, and other amenities. Once an Army base, Fort Sheridan is still home to family housing for active duty service members in the ranks of E7 to O6. It also hosts several Army Reserve units as well as iconic architecture from the late 19th Century fort (that is now privately owned within the Town of Fort Sheridan). Houses for O4-O5s are primarily 4-bedroom, single family homes with 2-car garages. Unlike many other on-post housing options, your family size will not prohibit you from drawing a 4-bedroom home in Fort Sheridan. The housing area is not gated or patrolled by military police; however the nearby towns of Highwood, Highland Park, and Lake Forest are some of the North Shore's top law enforcement personnel



One of the options available for housing on Fort Sheridan.

Though the short walk from family housing to nearby Highwood Station provides easy access to the commuter rail, the ride to the city is a long one—50-60 minutes to Ogilvie Transportation Center depending on the train. When deciding what community is best for you, be sure to factor in the commute (not just the time on the train, but getting to the train station, parking, etc.). Despite its length, the commute from Fort Sheridan is stress-free and permissive to light work or reading while in transit.

In addition to its neighborly appeal and cost effectiveness, Fort Sheridan family housing also offers lakefront access in the Open Lands Lakeshore Preserve. The preserve enables visitors to stroll along paved paths on the bluffs above the lake and along a half mile of pristine shoreline. The trail system within the preserve also presents great opportunities for family hiking.

Fort Sheridan family housing will be a fantastic choice for many AEMO teammates. Please reach out to Army Marketing if you want to learn more.

TOP 5 CHICAGO HOLIDAY ADVENTURES

BY MAJ NICOLE MINER



Holiday festivities are all around us in Chicago. Too many options to decide? Check out MAJ Miner's Top Five Holiday Adventures to make sure you and your family don't miss out on the fun.

1. Enjoy City Lights

There are a lot of options when it comes to checking out lights in the city. Explore the Chicago Botanical Garden Lightscape, a mile-long path of luminous linden trees with colorful lights. If you want something a little shorter (and warmer), check out the Navy Pier. The Winter Wonder Market just down the street from the AEMO office is another option that has lights, shops, and activities for all ages. Finally, a Chicagoland favorite is the Lincoln Park Zoolights, which offers ice sculptors, 3D Displays, and photos with Santa.

2. Ice Skate

While you are checking out the lights at the Lincoln Park Zoolights, stop by the ice rink and test out your skills. Admission is \$5 and there are skates for rent. Another options for ice skating is in Millennium Park. Those interested can head over to McCormick Tribune Ice Park for free skating lessons. For those who live a little further north, you can head over to the Winterland at Gallagher Way near Wrigley Field. Children under the age of 12 are free at this location. If you decide on this option, you can grab some gluhwein for the adults and hot chocolate for the kids from the nearby Christkin in Wrigleyville.



3. Catch a Holiday Show

There are plenty of theaters to choose from in Chicago and this can be a fun way to get the family dressed up for a night. Hershel and the Hanukkah Goblins is showing at The Strawdog Theatre Company. Or you might consider heading over to the Goodman Theatre for a showing of Charles Dickens' A Christmas Carol. If ballet is more your style, "The Nutcracker" is playing at the Auditorium Theatre until December 29th.

4. Holiday Shopping

You probably think I am going to send you to the Magnificent Mile or State Street for all the best holiday shopping. While those are both great options, there are a couple other gems you might enjoy. You'll find the 3rd Annual Chanukah Pop Up at Chabad of Uptown where you can get all your Chanukah shopping needs. You can also enjoy the sounds of Kwanzaa at the Pre-Kwanzaa Marketplace in the Harris Park District. The Pre-Kwanzaa Marketplace has rich foods and local artists selling their wares.

5. Grab a Cup of Joe

Finally, all this holiday joy can be tiring and cold – so don't forget to grab a warm, caffeinated drink. Did you know that Chicago is home to the Nutella Café and Starbucks Reserve Roastery? The Nutella Café offers a variety of hot chocolate and treats for the non-coffee drinkers. And the Roastery is the largest Starbucks in the world. But the the 35,000 square foot space offers more than just coffee. Grab pizza, wine, or a spot to work for the day. Both Starbucks and the Nutella Café can be found on Michigan Ave.

CHICAGO SPORTS

BY MAJ BRETT LANIER

Chicago is a great sports town! It is one of ten U.S. cities to have teams from the five major American professional team sports (baseball, football, basketball, hockey, soccer). Walking around the city (and out in the suburbs), you'll always see a number of people wearing Bears (NFL), Bulls (NBA), Cubs (MLB), Blackhawks (NHL), or White Sox gear (MLB). While I haven't seen anyone in Fire Football Club (MLS), Sky (WNBA), or Red Stars (NWSL) gear yet, they are the three newest professional sports teams and their seasons all ended in early October.



Chicago has the third-most professional sports championships among all U.S. cities (30 overall championships). Many fans love the 1985 Bears (legendary defense, Ditka, the "Fridge", the Superbowl Shuffle) and the 2016 Cubs (winning in extra innings in game 7 and ending the longest world championship drought in North American professional sports history of 108 years), but to me, there was no better sports time in Chicago than the 1990s when Michael Jordan, Scottie Pippin, and the Bulls won 6 championships in two "three-peats" (1991-1993 and 1996-1998).

I recently had the opportunity to attend a Bulls game when my best friend from high school came to town. The United Center, known as "the Madhouse on Madison" or "the House that Jordan Built", is the home arena for both the Bulls and the Blackhawks and is located just West of the Chicago Loop. The Bulls were playing the Milwaukee Bucks, led by last year's NBA MVP, Giannis Antetokounmpo. My friend's seats were courtside, right at the end of the Bucks' bench which allowed us to talk and joke with the players during the game and see all the action close-up. While the Bulls have a very young roster and are still building toward the future, they stayed close with the NBA leading Bucks through the first 3 quarters (down 84-81 going into the fourth quarter) ultimately losing 115-101. A fun atmosphere with great food--I'll definitely be coming back to watch more games with my sons, but I think our tickets will probably be quite a bit farther from the court.



ARMY MARKETING TALENT (FA58)

BY MAJ AARON STARK

The Army Enterprise Marketing Office (AEMO) began operations in August 2019 and continues to grow. It is forecasted to be about 60% military and 40% civilian in its composition when fully staffed. To fill future military positions, Army Marketing will rely on the recently announced FA58 Marketing Officer selection process to find and identify officers with the right knowledge, skills, talents, and behaviors (See MILPER 19-397).

Finding

Joining FA58 is much more than “opting in” or “deciding to transfer” to the career field. Rather, it is a competitive selection process to evaluate an individual officer’s fit for the organization designed to determine if they possess the skill sets required to ensure the future effectiveness of Army Marketing. Even once FA58 achieves full strength, it will be one of the Army’s smallest career fields; this further emphasizes the need to make sure we hire the right officers for each position. To find these officers, The competitive application process will include the typical file review of an officer’s performance history, but it will also include analytical components designed to gauge an officer’s interests in, and knowledge of marketing.

Marketing is not a skillset that most officers learn early in their career while serving as an infantry officer or aviator. It is a skillset that must be acquired through education, working alongside experienced professionals in the field, reading industry best practices, and continuously studying ongoing efforts with the humility to learn. To this end, we are seeking officers with the right educational foundation or prior private sector experience in marketing (including through the direct commissioning program). Interested officers should read the FA58 DA Pam 600-3 that discusses the desired attributes and experience in detail (available electronically on milSuite).

Educating

Army Marketing has four roles which include: 1) brand management and marketing strategy, 2) content creation, 3) content delivery, and 4) marketing analytics which inform future changes to marketing strategy. We refer to this as “the marketing cycle.” Army Marketing Officers are expected to specialize within one or two of these roles in order to provide value to the collective organization throughout their career in marketing.

Many people ask if there will be an Army “schoolhouse” for marketing or a basic course for selected officers. The schoolhouse approach works for many branches of the Army, but learning marketing is a specialty trade. Once selected and designated an FA58 Marketing Officer, marketers working at AEMO and throughout the enterprise will have the opportunity to use executive-level education to begin to acquire specialized knowledge in one or two of the roles within the marketing cycle. Additionally, officers will attend industry conferences specific to their areas of focus (for example, an officer specializing in content delivery would attend conferences related to social media marketing and search engine optimization, while a content creation focused FA58 might attend gatherings for creative professionals or creative media). FA58’s decentralized, non-prescriptive development system encourages specialization by allowing officers to continuously add unique knowledge to their arsenal of education and developmental experiences. This professional education system also creates opportunities for FA58 officers to engage with experts across the private sector through relationships established in classes, at conferences, or through collaboration. These personal relationships will help officers stay abreast of market-leading practices used across various industries and keep AEMO on the cutting edge.

Learn More

Overall, Army Marketing relies on finding the right talent, which means we must spend significant time reviewing applications to find officers who are the best fit for the organization. Once FA58 officers have been selected and join our team, these officers, through humility and hard work, will embark on a journey to effectively communicate the value proposition of Army service. Officers interested in learning more should contact the FA58 proponent @ FA58ArmyMarketing@westpoint.edu.