



DEPARTMENT OF THE ARMY  
HEADQUARTERS, 101ST AIRBORNE DIVISION (AIR ASSAULT)  
2700 INDIANA AVENUE  
FORT CAMPBELL, KENTUCKY 42223-5627

REPLY TO  
ATTENTION OF:

AFZB-CSM

13 May 2011

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Memorandum of Instruction (MOI) for the Fiscal Year 2011 (FY11), 101<sup>st</sup> Airborne Division (Air Assault) and Fort Campbell "MG Aubrey 'Red' Newman" Board.

1. PURPOSE: To clarify the administration of the "MG Aubrey 'Red' Newman" Award.
2. REFERENCES: FORSCOM Regulation 215-8, Leader Development-Mentoring, Coaching, and Counseling, 15 August 1999.
3. 101 Airborne Division (AASLT), Ft Campbell, will recognize leaders for their leadership development achievement by awarding the "MG Aubrey 'Red' Newman" Award.
4. Eligibility Criteria:
  - a. Measuring a leader's ability to effectively mentor, coach and/or counsel is a very subjective process and differs based on rank, responsibilities, organizations and positions. Because of this subjectivity, a checklist of approval criteria cannot be effectively developed. Recommending officials and approval authorities must weigh these factors when considering award of the medallion.
  - b. Candidates must be recommended in writing by the immediate supervisor (rater) and endorsed by their senior rater as well as their Brigade CSM.
  - c. Recommendations must address the candidates' demonstrated ability to mentor, coach and/or counsel subordinates they directly supervise over a period not less than 6 months, and include a measurable impact their abilities had on a team, squad, section, branch, directorate, platoon or unit. (Examples may include (not inclusive) attrition, retention, advancement and promotion rates, effectiveness of rehabilitative programs such as weight control, rehabilitative transfers and remedial PT programs; or improvements measured through surveys or sensing sessions).
  - d. Candidates must be in the rank of 2LT-CPT, WO1-WO2, CPL-SFC or GS/WG 05-11.
  - e. Candidates must supervise a minimum of three subordinates (military and/or Civilian).
  - f. Candidates are limited to one award of the medallion for each rank held. Exceptions can be granted by the approval authority when, in the opinion of the approval authority, the individuals supervisory span of control has significantly increased or the individual's accomplishments in mentoring, coaching and/or counseling are such as to warrant an exception.
  - g. Approval authorities may develop additional criteria to address local command specific programs and objectives.
5. "MG Aubrey 'Red' Newman" Award nomination packets consist of the following documents in the order listed in this memorandum of instruction. **The Unit First Sergeant is responsible for ensuring all documents submitted contain the most current information on the nominee whose packet is appearing before the board.**

AFZB-CSM

SUBJECT: Memorandum of Instruction (MOI) for the Fiscal Year 2011 (FY11), 101<sup>st</sup> Airborne Division (Air Assault) and Fort Campbell "MG Aubrey 'Red' Newman" Board.

- a. Completed Cover Sheet
- b. Current ERB/ORB
- c. Letter of Recommendation by the Senior Rater must go through the Brigade CSM for approval.
- d. Photo (most current) If a copy of the DA photo is unavailable then a 5x7 photo in ACU's is sufficient.

6. Legible, PDF format "MG Aubrey 'Red' Newman" nomination packets are due NLT the dates listed below. Packets will be sent digitally to SSG Muirheid, Tara, email address:

[tara.kaye.muirheid@us.army.mil](mailto:tara.kaye.muirheid@us.army.mil), DSN 270-798-9607.

Packet Due Dates:

Board Dates

10 November 2011  
10 February 2012  
10 May 2012  
10 August 2012

17 November 2011  
16 February 2012  
17 May 2012  
16 August 2012

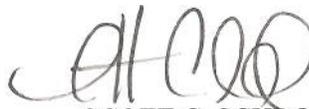
7. Upon completion of the "MG Aubrey 'Red' Newman" selection board on 17 November 2011, notification of board results will be sent to the nominee's Chain of Command. Non-selectees will be counseled by their respective BN CSM within 10 days of board results.

8. Recommendations will be addressed to the Commander of Fort Campbell, 101<sup>st</sup> Airborne Division (AASLT) through the Division Command Sergeant Major, CSM Scott C. Schroeder for approval.

9. For explanation on eligibility criteria, refer to FORSCOM Regulation 215-8, Leader Development-Mentoring, Coaching, and Counseling, 15 August 1999.

10. POC for this memorandum is SSG Tara K Muirheid, Administrative NCO for the Division CSM at 270-798-9607, email: [tara.kaye.muirheid@us.army.mil](mailto:tara.kaye.muirheid@us.army.mil).

4 Encls  
Cover Sheet  
Red Newman Award Checklist  
Sample Certificate, FORSCOM Form 1068-R  
"MG Aubrey 'Red' Newman" Example



SCOTT C. SCHROEDER  
CSM, USA  
Division Command Sergeant Major



MG Aubrey 'Red' Newman

Name: \_\_\_\_\_

Unit: \_\_\_\_\_

## Red Newman Award Checklist

Name: \_\_\_\_\_

Unit: \_\_\_\_\_

SSN \_\_\_\_\_

\_\_\_ Recommended by rater, endorsed by senior rater, and approved by Brigade CSM

\_\_\_ In the rank of 2LT-CPT, WO1-WO2, CPL-SFC or GS/WG 05-11

\_\_\_ Current ORB/ERB (for military only)

\_\_\_ Must supervise a minimum of three subordinates (military and/or civilian)

\_\_\_ Have not previously received the Red Newman Award

\_\_\_ Demonstrated ability to coach, mentor, and/or counsel subordinates over a period of not less than 6 months

\_\_\_ Measurable impact their abilities had on a team, squad, section, branch, directorate, platoon, or unit

\_\_\_ Attrition/retention rate

\_\_\_ Advancement/promotion rate

\_\_\_ Effectiveness of weight control program

\_\_\_ Effectiveness of PT program

\_\_\_ Improvements measured through surveys/sensing sessions

\_\_\_ Other: \_\_\_\_\_

NOTES:

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DEPARTMENT OF THE ARMY  
HEADQUARTERS, 506<sup>th</sup> INFANTRY REGIMENT  
Combined Task Force Currahee  
Forward Operating Base Salerno  
APO AE 09314



CTF CURRAHEE

7 September 2010

MEMORANDUM THRU, Commander Sergeant Major, Headquarters CJTF-101, Bagram Airfield, Afghanistan.

FOR CJTF Commanding General, Headquarters, CJTF-101, Bagram Airfield, Afghanistan.

SUBJECT: Letter of Recommendation for SFC Doe, John, MG Aubrey "Red" Newman Award Nomination

1. I give SFC Doe my highest recommendation for the MG Aubrey "Red" Newman Award.
2. SFC Doe has demonstrated the highest level of expert leadership during his time of service as a Noncommissioned Officer. While serving as a Rifle Company Mortar Section leader, he has counseled and developed 12 Soldiers and NCOs to appear before the Sergeant and Staff Sergeant Promotion board. Through his mentorship and development, all 12 Soldiers passed the boards and were promoted to ranks being attained. He also motivated and inspired seven Soldiers to compete and win the Battalion Soldier or NCO of the Month board. One of these Soldiers even competed and was selected as the Brigade Soldier of the Month. SFC Doe spent countless hours counseling his subordinates, ensuring they knew the importance of reenlisting. He demonstrates the Army values everyday, and sets the example of genuine care for his Soldiers and the Army. His Soldiers want to emulate him; 15 Soldiers decided to continue in the service to this nation. When some of his Soldiers and/or NCOs have had trouble maintaining the standards set in the Army, SFC Doe spends countless hours working with his Soldiers to fix their problems. He has guided them in the right direction, and set them back on the path to success. Since he has become a Senior Leader, he has helped five of his Soldiers to rehabilitate themselves through the assistance of ACS, ASAP, and even through the unit Weight Control Program; Two of these Soldiers have never been placed back on the program or chaptered from the Army for failing the Weight Control standards. SFC Doe has led Soldiers in the Global War on Terror on three deployments in support of OPERATION ENDURING FREEDOM I & IV and OPERATION IRAQI FREEDOM III. He always leads from the front and instills in his men that with proper training, discipline, leadership and intestinal fortitude, they can survive and win the fight.
3. Point of contact is the undersigned at DSN 312-851-5172 [\\_\\_\\_\\_\\_@us.army.mil](mailto:_____@us.army.mil)

NAME  
1SG, USA  
First Sergeant

# Headquarters, U. S. Army, Forces Command Major General Aubrey 'Red' Newman Award

Presented To

**SGT Thomas O'Malley**

For outstanding achievement in the development of subordinates. SGT O'Malley's dedicated and innovative approach to developing his subordinates to be better members of the team, improved their performance and prepared them well for the future. SGT O'Malley uniquely understood that subordinate development came in many forms and was more than just a monthly session to meet an administrative requirement; he exercised every opportunity to develop members of his team. His extraordinary ability to teach, coach and counsel, while simultaneously providing oversight and motivation, provided an optimum environment for his subordinates to identify weaknesses, set goals, and develop plans of action. Consequently, his team developed into an integral part of the unit's readiness and mission accomplishment.

**SAMPLE CERTIFICATE  
NOT FOR REPRODUCTION**

00 JUNE 2000

DATE AWARDED

John J. Jason

SIGNATURE OF APPROVAL  
AUTHORITY



PRESENTED FOR DEMONSTRATED  
EXCELLENCE IN  
MENTORING AND COUNSELING

