



Civilian Aides to the Secretary of the Army and Army Reserve Ambassadors



CASAs and ARAs: Community Connectors



ADC National Summit – Army Town Hall
Ms. Angela Ritz and MAJ Chad Nixon
April 2024



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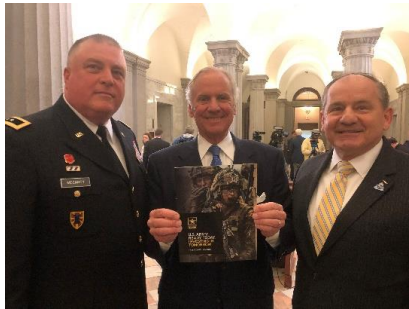
CASA Program Overview

History:

- Roots in WWI - Military Training Camps Association
- Army formally recognized “Civilian Aide” concept in 1922; 100 years on Nov 28, 2022

Who they are:

- Unpaid Special Government Employees; 3-star protocol status
- Community/business leaders appointed by SecArmy (up to 10 yrs.)
- 119 CASAs – every state and 5 territories + Emeritus (honorary retirees)
- 65% former mil; 25% female; 31% non-white



What they do:

- (1) Assist with Recruiting
- (2) Support the Total Army (Active, NG, Reserve, & Civ.)
- (3) Help Transitioning Soldiers





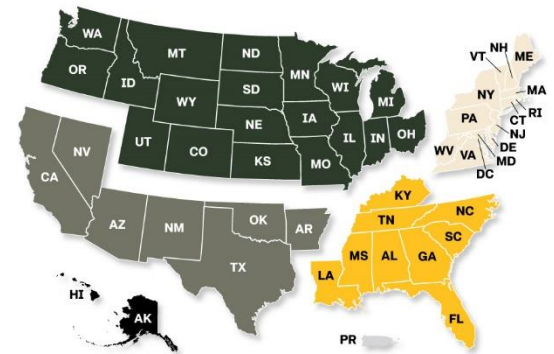
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Army Reserve Ambassadors

Effectively communicating Army Reserve messages to external audiences fostering relationships with community leaders, while building enduring relationships with community leaders, community organizations and congressional staff to enhance support and recognition of the Reserve's missions.

- **Advocate for the Army Reserve**
- **Build Legislative relationships**
- **Educate the public**
- **Influential volunteers**
- **Shape the Force through Minuteman Scholarships**
- **Support community outreach**
- **Support local commanders**





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CASAs - How We Can Help



Each CASA's strengths, availability, capability, etc. are unique, but we are here to help if you need or want

- Connect senior Army leaders to the community
- Help recruiters with access to schools
- Provide strategic-level assistance to recruiters
- Tell the Army Story – media, keynote addresses
- Host enlistment/re-enlistment ceremonies
- Help plan and execute special events – Meet your Army, Army Birthday, Hometown visits, Special observances
- Nominate influencers for National Security Seminar/JCOC
- Nominate students for ROTC Minuteman Scholarships
- Casualty Assistance
- Support ROTC/JROTC
- Support Soldier for Life
- Coordinate PaYs partners
- Endorse DCIP projects
- Be your liaison to the SecArmy





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How YOU can help CASAs and ARAs



- Connect CASAs and ARAs to local Veteran and Military Support Organizations (VSOs/MSOs) and affinity groups who are great resources
- Help us tell our Army story – share good news stories and upcoming events
- Connect local businesses
 - Employ our NG/Reserve Soldiers
 - Sign up to be PaYS and P3 partners
 - Hire our transitioning Soldiers and families
- Embrace our Gold Star families
- Help us find worthy scholarship recipients and recruits
- Invite them to speak
- Propose partnership opportunities
- Let us know when you need assistance





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CASA Resources

CASA Website: www.army.mil/casa

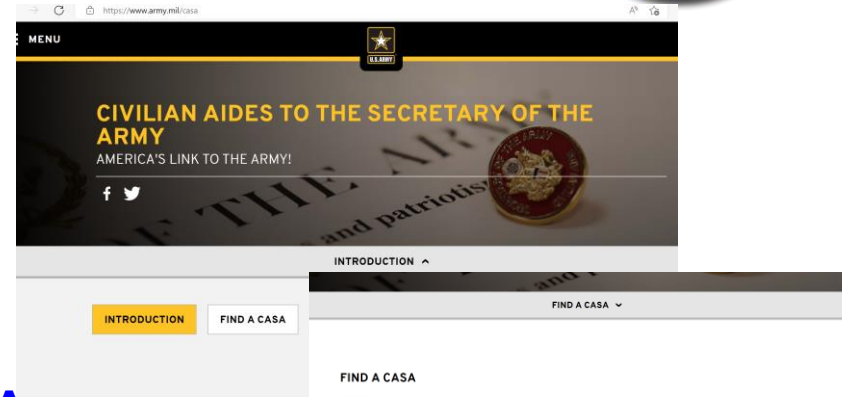
CASA Facebook: <https://www.facebook.com/CivilianAidesA>

CASA X: @CASA_Army

LinkedIn: Angiekohnritz

CASA Inbox: usarmy.pentagon.hqda-oaa.mbx.casa

Director: Angie Ritz
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Army Reserve Ambassadors

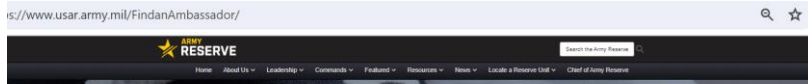
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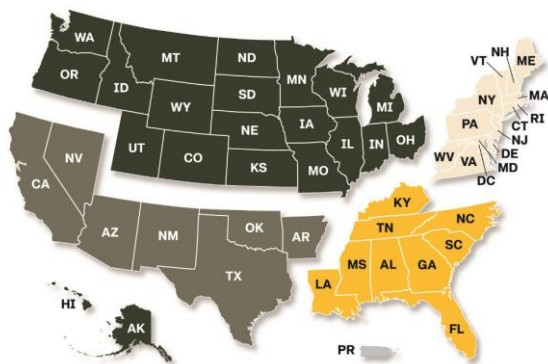
TWITTER: <https://twitter.com/ChiefUSAR>

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FIND AN AMBASSADOR

You can either click on the map, search by name or search by State! NOTE TO MOBILE USERS: Please use the lists and search functions below the map to find your state or territory.



ARMY RESERVE

STATE OF MISSOURI
ARMY RESERVE AMBASSADOR PROGRAM

 Peter J. Tabacchi
Missouri Ambassador
VIEW BIO
  Brett Cox
Missouri Ambassador
VIEW BIO
  William Layman
Missouri Ambassador
VIEW BIO

MISSOURI

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 • Logistics
 • Quartermaster
 • Personal Services
 • Training Support
 • Military Intelligence
 • Military Police
 • Chemical
 • Civil Affairs
 • Ordnance