



REPLY TO  
ATTENTION OF

ATSS-CD

**DEPARTMENT OF THE ARMY**  
UNITED STATES ARMY SERGEANTS MAJOR ACADEMY  
11291 SGT E. CHURCHILL STREET  
FORT BLISS, TEXAS 79918

23 January 2012

**MEMORANDUM FOR ALL ASSIGNED/ATTACHED PERSONNEL, US ARMY SERGEANTS MAJOR ACADEMY, FORT BLISS, TX 79918**

**SUBJECT: Policy Memorandum # 21, Distinguished Service & Welcome (DSW) Ceremony**

1. References: AR 600-8-22, Military Awards - Army, dated 11 Dec 06 and AR 600-8-7, Retirement Services Program, dated 6 Jun 10.
2. Purpose: To outline the Commandant's policy on the USASMA Distinguished Service & Welcome (DSW) ceremony.
3. USASMA will host a monthly DSW ceremony which will recognize the career accomplishments of retiring personnel, as well as other approved service and achievement awards to deserving Soldiers, Civilians, and Family Members. The DSW will also serve as the monthly promotion ceremony for USASMA. The event will be scheduled on the first Tuesday of each month, unless otherwise stated on the Master Activity Calendar (MAC). Uniform for the DSW is ASU/Class A for retiring Soldiers and ACUs for promotions and other award presentations during the DSW.
4. Retiring Soldiers will participate in the USASMA DSW during the month of their respective retirement ceremonies. The Fort Bliss monthly retirement ceremony is not an authorized option for USASMA Soldiers. The installation retirement ceremony is intended for all installation units that do not have their own retirement ceremony. The USASMA DSW will hence forth be the retirement ceremony used by all assigned/attached USASMA Soldiers. The Commandant retains sole exception authority concerning participation in the DSW, to include requests from non-USASMA personnel to retire at our DSW.
5. Students, staff, and faculty are encouraged to meet with any VIPs/DVs visiting for the DSW during lunch or non-academic hours. Any meetings during actual academic hours must be pre-approved by the Commandant.
6. Unit Commanders will ensure that the below personal data relevant to retirees be provided to Plans & Operations (P&O) and Personnel & Administration (P&A) a minimum of two weeks prior to the scheduled event.
  - a. Biographical Summary written by retiring Soldier that highlights his/her career. This summary will be used in the DSW Program so attention should be paid to ensuring proper chronology of assignments and unit designations are correct.
  - b. Official Photograph in ASU/Class A to be used for the official program.

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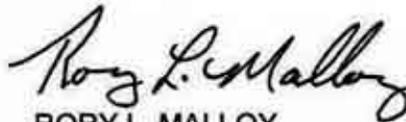
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c. List of all family members, friends, and professional associates - especially any VIP/DV participation which needs the USASMA Visitor Coordination Officer's direct assistance.

7. All participants in the monthly DSW will be present for the rehearsal conducted on the afternoon immediately prior to the date of the ceremony. Schedule for rehearsals will be announced by P&O. Commanders will ensure all participants are present for the rehearsal.

8. The Commandant or his designated representative will serve as the host for the monthly DSW and provide remarks at the conclusion of the ceremony. Remarks by attending VIPs/DVs must be pre-approved by the Commandant and are discouraged for the actual ceremony due to academic time considerations. Individual unit or section gatherings are more appropriate venues for such remarks.

**"Ultima Strong!"**



RORY L. MALLOY  
CSM, USA  
Commandant