

<b>Speaker</b>	Insert Name of Speaker
<b>Event</b>	Insert Name of Event – Army Birthday Observance
<b>Date</b>	Insert time – Insert Day, Date
<b>Location</b>	<b>Insert Address</b> <b>Specific location where the event and speech will take place</b>
<b>Duration</b>	~ 20 minutes
<b>Format</b>	Text
<b>What do you want the speech to achieve?</b>	Encourage Americans to continue to celebrate the Army’s Birthday by telling the Army story.
<b>Top Line Messages</b>	(1) The strength of our Nation is our Army, the strength of our Army is our Soldiers, the strength of our Soldiers is our Families, this is what makes us Army Strong. (2) Our entire Army family is what makes America’s Army: The Strength of the Nation.
<b>Army Communication Objectives</b>	(1) The Army sustains its connection with the Nation through outreach engagements and other communication efforts that Tell the Army Story. (2) Audiences are informed of the Army Birthday theme “America’s Army: The Strength of the Nation.”
<b>Topic</b>	How the Army is the Strength of the Nation
<b>Key Points</b>	• The strength of our Army is our Soldiers.
	• The strength of our Soldiers is our Families
	• The strength of our Nation is our Army.
	• Maintain our Connection with America - Tell the Army Story
<b>Connection with audience</b>	Insert your rapport building tool – Use a “How in the heck?” tool. How in the heck did he know that?
<b>Audience</b>	Insert specific detail about your audience
<b>People to acknowledge</b>	Consult with your protocol office to determine appropriate order of acknowledgements.
<b>Notes</b>	Insert specific detail about the event, weather, technical aspects, speakers who

*The following is an example of the first half of an introduction. The introduction section accomplishes four key tasks: acknowledges significant attendees, builds rapport with the audience, introduces the topic, and outlines the “road map” of the speech by introducing the subtopics. You can modify the acknowledgements and rapport building to your specific speaker, location and event.*

*I'd like to thank Kurt Rotar, Bushnell's Cemetery Director and my good friend, Tom Bowman, for inviting me to speak today.*

*This is my first time in Bushnell, and I've heard some wonderful things about the area.*

*I heard about your gators and manatees and mermaids swimming in your rivers, but what really got me interested was reading about “Roger's Christmas House.”*

*I was sad to hear to it closed a couple years ago, but what was interesting was for nearly thirty years, it was a tourist destination where people would travel just to shop for their Christmas decorations, sometimes in July.*

Today, we celebrate the generations of Soldiers who followed in the footsteps of those colonists who left their homes and embraced our nation's call to duty. For 237 years, our Soldiers and their Families have been the strength of our great nation in peace and at war, and that's what I'd like to talk about today.

First, I'd like to talk about what makes our Army strong – our Soldiers.

Second, our Soldiers aren't doing this alone, so I want to talk about those Army Families who day-in and day-out have devoted themselves to making their Soldiers strong.

Next, I want to talk about how our Army is the strength of the nation.

And finally, what we need to do to keep it that way. America needs its Army, and the Army needs to strengthen its connection the nation.

### **The strength of our Army is our Soldiers.**

My first point is simple.

The strength of our Army is our Soldiers.

On June 14, 1775, our nation's leaders established the Continental Army. This act brought the militias of the Thirteen Colonies together in their revolt against the oppressive rule of the British – beginning our Army's rich heritage of meeting the needs of our nation and defending her citizens.

The hodge-podge of farmers, shopkeepers, tradesmen and scholars of America's Continental Army faced a well-trained, well-equipped professional British Army.

The odds were not in our favor, but our Soldiers made up for what they lacked with enthusiastic patriotism and fervent dedication to the ideals of freedom.

Today, America's Army is engaged in nearly 150 countries around the world, with over 93,000 Soldiers deployed today and 95,000 forward stationed.

We have the best equipped, best trained and best led Army in history, and it is because of the 1.1 million professional Soldiers who serve in the Army, Army Reserve and Army National Guard who still carry the same patriotism and devotion of the Soldiers of the Continental Army.

America's Soldiers are true professionals. Each American Soldier is an expert, a volunteer certified in the Profession of Arms.

As professionals, our Soldiers can say they serve a very important client – the United States of America. They understand their actions are far reaching and serve the vital interests of our nation.

Our nation depends on its Army to help with recovery efforts in the wake of a natural disaster, defeat enemy forces abroad, or defend the shores of our homeland. Failure of our profession could result in some pretty catastrophic consequences.

Our professional Soldiers work, study, and train to ensure the Army will not fail in its call to meet the needs of our nation.

It is their professional competence, moral character, and resolute commitment that truly defines them as professionals and guarantees our sacred trust with the American people.

Once a young man or woman joins the Army and takes the oath to support and defend the Constitution, they enter into a sacred trust with their nation. And if they serve one enlistment or retire from the Army, we are committed to honoring the service of all who served. Once a Soldier, Always a Soldier.

## **Civilians**

But our Army is made up of more than the men and women in uniform. Our Army in many cases is supported by civilians, equipped by civilians, transported by civilians, and led by civilians.

Our 278,000 Army Civilians are committed to serving the nation. They take the same oath as Army officers and members of Congress, solemnly swearing that they will support and defend the Constitution.

Like their uniformed counterparts, Army Civilians are expected to live the Army Values and exercise agility, adaptability, and flexibility in support of the current conflicts.

Since the Army transitioned to an All-Volunteer force, our Army Civilians have assumed increased levels of responsibility and greater authority.

Army Civilians serve in more than 500 occupational fields spanning 31 career programs, providing the complementary skills, expertise, and competence required to project, program, support, and sustain the uniformed side of the Army.

Our Soldiers aren't the only ones who deploy. More than 23,000 Civilians have deployed to Afghanistan and Iraq since 2001.

### **The Strength of our Soldiers is our Families.**

While our Soldiers and Civilians truly make our Army strong, they couldn't do what they do without the support of our Army Families.

So my second point is very important - The Strength of our Soldiers is our Families.

Lao Tzu [Lou - DZU], an ancient Chinese philosopher once said, "Being deeply loved by someone gives you strength, while loving someone deeply gives you courage," and our Army Families live that every day.

Since September 11, 2001, we've been an Army at war - the longest in our country's history – but it's been our wives and our mothers, our fathers and our husbands, our children. . . our 1.4 million Army Families who have shouldered this burden for America.

Army Families serve side-by-side with our Soldiers, enduring their hardships and providing the unconditional love and support that strengthen the spirit of our Army.

Our Army spouses have changed their lives for the Army. Many move across the country and even across the world to be with their Soldiers. They sometimes have to act as both mother and father during deployments, and every day they deal with the same uncertainty our Soldiers face.

But - if you pardon the phrase - Army Families Soldier On. They are self reliant. They give back to their communities, and they give back to the Army.

They are a vital piece of the Army.

Last November, for the National Military Family Month, President Obama put out a proclamation that I'd like to read for you. "Just as our troops embody the courage and character that make America's military the finest in the world, their family members embody the resilience and generosity that make our communities strong ... To these families, and to those whose service members never come home, we bear a debt that can never be fully repaid."

We owe our success and our strength to our Families, and the Army is dedicated to serving them.

The Army offers a variety of program and initiatives designed to support our Families as part of our team. Family readiness enhances overall Army readiness, and a resilient Army Family helps America's Army adapt to a changing world.

The Army will look out for our Army Families. We are all one family in the Army.

We make this promise not just because of the respect that the Army has for families but also because of all that the Army has asked of them.

**The Army is the Strength of the Nation**

My next point is that all of the members of the Army Family come together – our Soldiers, our Civilians, our Army Families, our Veterans and our communities - to make our Army the Strength of the Nation.

I've witnessed first-hand, and I'm sure many of you have seen this, the deep, heartfelt appreciation that this country has for its men and women in uniform -- spontaneous applause for the troops as they walk through airports, the surprise on a service member's face after learning a stranger has picked up their restaurant check -- there's no question in my mind Americans are deeply grateful for what our Soldiers do.

Why do our Soldiers receive such attention? Our Soldiers have earned it. They've earned it through their military expertise, their sacrifice and their honorable service.

In 1775, even before our nation was formed, the people placed a special trust and confidence in its Army. And, in all points of its existence through the last 237 years, the Army and the nation has kept its promises with the American people:

The Army will defend the Constitution and the people of the Nation

The Army is entrusted with the citizens of our nation and the survival of the nation. We are not just another bureaucracy of the government; we are a profession preserving and defending the Constitution that set our nation apart.

### **Maintain our Connection with America - Tell the Army Story**

My final point is that we must continuously tell the Army story to strengthen and maintain America's connection with its Army.

While it is apparent that America appreciates its Army, there is concern - concern that the military's connection to society is not what it's been in the past.

For most Americans the wars in Iraq and Afghanistan remain an abstract thought – a distant and unpleasant series of news items that doesn't affect them personally.

Service in the military, no matter how celebrated, has become something for other people to do.

In a speech he made at West Point last October, former Secretary of Defense Robert Gates pointed out that the problem may be one of our own making.

Global basing changes in recent years have moved a significant percentage of the Army to posts in just five states: Texas, Washington, Georgia, Kentucky, and North Carolina.

For environmental and budgetary reasons, many military facilities in the northeast and on the west coast have been shut down, leaving a void of relationships and understanding in their wake.

As we enter this period of transition, both in the Afghanistan campaign and at home, tending to this relationship between Soldier and society is something worthy of our special attention.

We must continuously remind lawmakers that America needs to remain strong. We must remind the nation -- America needs its Army.

Along with the Army Reserve and the Army National Guard, the Army has Soldiers in every zip code in America. They are in every state and territory, every city, and every town. They are in every Congressional district all across this great land.

And whether they're on duty, at their jobs, or at church or in the supermarket, our Soldiers have the ability to connect to every segment of American society through their stories.

We must make every effort to connect with America. We must tell the Army Story.

Every Soldier who has ever served in the Army has an Army story.

Every Army Civilian and every member of every Army Family has an Army story.

Everyone whose life has been touched by Soldier, whose life is better because of a Soldier has an Army story.

And this story must be told.

### **Conclusion**

On the Army's birthday, I'd like to thank every Soldier, civilian and Family member who has ever served in our ranks for their dedication to duty and selfless service that has made us Army Strong.

The strength of our Nation is our Army.

The strength of our Army is our Soldiers.

The strength of our Soldiers is our Families.

This is what makes us *Army Strong!*

The Army's story is America's story. America needs its Army, and it needs to hear the Army story.