

<b>Speaker</b>	Insert Name of Speaker
<b>Event</b>	Insert Name of Event – 9/11 Observance
<b>Date</b>	Insert time – Insert Day, Date
<b>Location</b>	Insert Address Specific location where the event and speech will take place
<b>Duration</b>	As written 1,200 ~ 12 minutes
<b>Format</b>	Text
<b>What do you want the speech to achieve?</b>	Encourage Americans to hire Army Veterans.
<b>Top Line Messages</b>	(1) People are our Army. (2) Once a Soldier, always a Soldier
<b>Army Communication Objectives</b>	(1) Audience is informed of its All-Volunteer Army. (2) Audience is aware the Army is changing.
<b>Topic</b>	How the Army has changed and is changing.
<b>Key Points</b>	<ul style="list-style-type: none"> <li>• The attacks changed a generation of Americans, our Army and our world.</li> </ul>
	<ul style="list-style-type: none"> <li>• Today, we are in a time of great change, and the Army must change again.</li> </ul>
	<ul style="list-style-type: none"> <li>• With all these changes we face, one thing will never change. The Army is always about its Soldiers.</li> </ul>
<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

## **Changes after 9/11**

9/11 changed more than the skyline of New York City – the attacks changed a generation of Americans, our Army and our world.

That day's destruction and devastation did not condemn this country to a future filled with fear. No, this loss, as profound as it was, did not break the soul of this nation. It made us stronger.

That day fortified Americans with pride and patriotism and created a spirit of service in the hearts of a new generation.

That day fundamentally changed our nation and our Army for the better.

This Army has become more versatile to adapt to a changing and volatile world.

We accepted change, and following 9/11, our Army grew to meet global needs.

We modernized our brigades, gained depth and versatility with the transformed role of the Army Reserve and Army National Guard, and made significant changes in how we integrate our Special Operations Forces.

We changed so much that September day and over the last 11 years since.

For the first time, we faced a last decade of conflict with an All-Volunteer Army.

These volunteers wanted to be something greater than themselves, and they have done just that.

Many were just in grade school 11 years ago, watching the wars in Iraq and Afghanistan unfold on the news. They joined our ranks knowing they could be sent into harm's way.

They wanted to honor this nation with their willing service and sacrifice.

And by signing their names to join the Army, they became the authors of history.

In the last 11 years, more than 1.3 million men and women have deployed, permanently writing on our nation's scroll the names Petreaus and Odierno... Gadson and Duckworth... Giunta and Petry and Smith... Miller and Monti and McGinnis

Their actions etched new chapters of American history on ancient places like Mosul and Fallujah; Korengal and Kandahar.

Though 6,000 service members have died in these conflicts, and 40,000 have returned home wounded or injured, their profound sacrifice is the heavy shadow cast by the brilliant light of their uncommon courage and valor.

Common virtues for this generation

In the last eleven, the Army alone has awarded more than 14,000 Awards of Valor, more than 600 Silver Stars, 23 Distinguished Service Crosses, and 6 Medals of Honor.

This is what an All-Volunteer Army can do.

Now, this All-Volunteer Force faces more changes, and I am confident the nation, its people and its Army will grow stronger still.

### **Our world, our Army and our nation is changing**

Today, we are in a time of great change, but the change we face does not come like it did on 9/11. It's a gradual change, but it's a change nonetheless.

While our nation faces economic hardships, this Army must change again.

This is a time of austerity and a time of uncertainty – not just in a financial sense, but also in regard to global security.

The world is getting more complicated, and America will face a wide range of global challenges - slowdowns in the global economy, increasing competition over scarce natural resources, or the influence of extremist groups.

The war in Iraq is over, operations in Afghanistan will soon come to end, and the Army is in the process of getting leaner. By 2017, the Army, number wise, will look a lot like the Army of 2001, but it is very different than the one we had a decade ago.

This modern, transformed Army will not be a hollow Army. It will be versatile and innovative, able to adapt to the rapidly changing global environment.

### **Some things never change**

With all these changes we face, one thing will never change. The Army is always about its Soldiers.

We are not about equipment; we are not about things; we are about people, and we stand together.

We stand beside our Soldiers and their families during this period of transition.

We stand beside our wounded warriors as they heal and adapt to a life changed by wounds, injuries or illness.

We stand beside the families who grieve loved ones lost who gave the last full measure in service to this nation.

And still we stand beside the families of those who are missing... especially the family of Sergeant Bowe Bergdahl who has been held in enemy captivity since June 2009.

No one nation matches the United States' time, resources and commitment to accounting for its missing military members and honoring its prisoners of war.

Sergeant Bergdahl's safe recovery is a top priority, and an interagency team is working everyday to support his family and ensure their son's freedom.

Those who put their lives on the line for their country need to know their country will spare no effort to bring them home.

The Army asks a lot from its members, but our Army family shares special bond and makes a solemn vow to its members “No Soldier Left Behind.”

In this family, all can grow. All can learn. All can find opportunities - no matter the color of your skin, no matter your religious beliefs or sexual preference, no matter if you are a man or a woman.

Our Soldiers embrace the meaning of words like loyalty... discipline... honor – upholding values that are the very lifeblood of this Army.

And the Army honors the service of each and every Soldier, especially when they join the civilian workforce – Once a Soldier, Always a Soldier.

Many don't know this, but each year, 200,000 Soldiers make that transition.

They are trained leaders who possess the moral and ethical courage that defines our Soldiers. Willing to make necessary sacrifices, these men and women are selfless, disciplined and innovative.

I have served with them, and I know they are ethical, selfless, disciplined and innovative. These qualities and their characters will not change, no matter if they wear an Army uniform or a business suit.

Without a doubt, if I was hiring, I would surely like to hire our combat Veterans.

## **Conclusion**

We faced profound changes after 9/11. After more than a decade of conflict, we face more changes and more challenges. Despite all the changes, one thing remains constant – the Army's most valuable asset is its people.

The Army remains committed to its 94,000 Soldiers deployed, and as we navigate through this time of change, America's Army will continue its long tradition of answering the nation's call

We will continue to stand by our Soldiers and their families as they face the challenges that lie ahead.

America is nation of promise... a land of opportunity. Our veterans promised to defend this nation, and it is our duty to ensure they have every opportunity to succeed as they continue to serve this country and their communities.

Soldiers volunteer knowing freedom is not free. The cost is service and sacrifice.

They know the risks involved. They are willing to pay this price. They know failure is not an option.

From the moment they joined, they stood shoulder to shoulder with men and women whose character is defined by courage, discipline, and selfless service.

Even when they trade in their uniforms for civilian clothes, this character remains unchanged.

No matter how hard the winds of change may blow, Once a Soldier, Always a Soldier.