



REPLY TO
ATTENTION OF

UNITED STATES ARMY CADET CORPS

HEADQUARTERS
1122 MAIN STREET
POST OFFICE BOX 277
MILLERSBURG, KY 40348-0277

Office of the Chief of Staff

12 November 2009

MEMORADUM FOR Members of the U.S. Army Cadet Corps

SUBJECT: Business Cards

1. References:

a. ACR 210-1, Formation of Units of the United States Army Cadet Corps

2. Purpose. To announce the availability of official United States Army Cadet Corps (USAC) Business Cards.

3. Applicability. This policy establishes responsibility for all units, activities and staff within the United States Army Cadet Corps (USAC).

4. Background. Professionalism in marketing USAC is of utmost importance, as our credibility as a program, and our representation of the United States Army, is reflected in all that we do. The most common marketing tool used by business professionals is a business card. In response to requests from throughout the field, Headquarters, U.S. Army Cadet Corps (HQ, USAC) has developed a relationship with a printing company to produce official business cards for use throughout USAC.

5. Format. There are two authorized formats for business cards, as well as an additional format for a unit marketing card. No other formats will be used. Homemade cards, or cards produced by any other company, are not authorized. The official cards are high-quality, extra glossy, with our Mission Statement on the reverse. The below formats supersede the guidance found in reference a.

a. The following design will be used by HQ, USAC personnel, as well as Brigade Commanders and their staff:



SUBJECT: Official Business Cards

b. The following design will be used by unit-level personnel, including Battalion Commanders and their staff, Unit Commanders and all subordinate personnel:



c. The following design will be used for unit marketing during community events:



6. Ordering.

a. Online ordering is available through the USAC Portal at www.goarmycadets.com. The minimum card order is 500 cards at \$50. Discounts are available for larger quantities.

b. Unit funds may be used to order business cards for Unit Commanders, and to purchase the marketing cards shown in paragraph 5c, only. The acquisition of business cards for all other personnel is a personal responsibility, at the individual's expense. Mission-essential personnel assigned to HQ, USAC may be authorized business cards, using funds from the General Operating Account, on a case-by-case basis, as determined by the Chief of Staff.

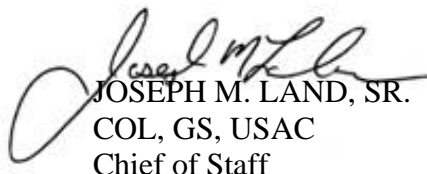
c. Prior to shipping, all orders will be reviewed by HQ, USAC for accuracy, correct format and to ensure that the individual placing the order is currently enrolled in CADTRAK. Orders placed by unauthorized personnel, or those who are not actively enrolled, will be cancelled. HQ, USAC may change requested text or titles, to ensure standardization throughout the Corps.

7. Implementation.

a. Online ordering is available immediately.

b. Current inventories of business cards may be used until depleted, or until 1 Jan 10, whichever is earlier. Only the above designs will be used after 1 Jan 10.

FOR THE COMMANDER


JOSEPH M. LAND, SR.
COL, GS, USAC
Chief of Staff