



DEPARTMENT OF THE ARMY
OFFICE OF THE CHIEF OF ARMY RESERVE
2400 ARMY PENTAGON
WASHINGTON, DC 20310-2400

REPLY TO
ATTENTION OF:

21 Jul '17

Ambassadors:

As all of you should know, I've spent the better part of a year "flooding the zone" and getting a good feel for how your America's Army Reserve is postured to meet the emerging challenges of an evolving threat paradigm. It is within that context that I want to give you a sense of where we are going, why we are going there, and what you can do in support of this team.

Put simply, we are on a mission to build and sustain the most capable, combat-ready and lethal Federal reserve force in the history of the Nation. This is not because I showed up; it is because the Threat did. As I have pointed out in multiple comminiques and venues since taking Command a year ago, we face several potential adversaries who possess, to one degree or another, the ability to challenge our military dominance in an array of domains. One – possibly two – of them, can contend with us successfully in all. This is a new, disruptive and serious threat paradigm, and one which I do not take lightly. America's Army Reserve must be able to meet the readiness demands of this emerging strategic environment and we have precious little time to get there. Speed is essential.

In very concise terms, I'd simply remind you that you are a critical supporting asset to a force of some 200K Soldiers spanning twenty time-zones and providing essential enabling capabilities to America's Army. Many of our units are operating in austere locations in the thick of some of the Nation's most demanding operations. This is varsity ball. It is who we are.

I am confident that most of you have studied my Commander's Guidance, read my Posture Statement to the Senate and House of Representatives, and viewed my various "from the Ledge" messages to the troops. As such, I won't reiterate my priorities or the vital role that you play in advancing our second line of effort — garnering and sustaining the support of Families and Employers. Suffice it to say that I am counting on each of you to leverage your experience, relationships, access to other influencers and commitment to America's Army Reserve as huge combat-multipliers for this tribe. As local and regional leaders, you bring unique and compelling capabilities to this team. Use them. If you seek further guidance or need more support, come up on the net. Let me know.

As you find new opportunities to support and further the interests of our Soldiers and their Families, I would ask you to focus your initiatives on scalability; reach out and broaden your sphere of influence. Propagate the message; advance the narrative. Moreover, I challenge each of you to task me to leverage your access — your "reach" — in order to advance the ball for the team. Constantly assess your

initiatives within the context of building or sustaining the Readiness of our force. Be creative, but stay focused.

Each of you is an Ambassador for this team. Although you work for me, the reality is that you work for all the units-of-action and individual Soldiers in your area of operation. As such, I am pressing "geographic" two-star commanders in your part of the battle-space to leverage you mightily in the support of our troops. You are too capable – our challenges too compelling – for me to leave any talent off the field. I need you to engage, support and motivate our commanders to maximize your talent.

This program has greatly benefitted from the tireless dedication of MG Michael Smith, our AR Ambassador Program lead sled dog for more than two years. Though Mike is retiring, his leadership, influence and contributions will leave a lasting impact on America's Army Reserve for years to come. His backfill, MG Lew Irwin, will continue to place a high emphasis on Ambassador-related issues. I know Lew will bring great experience and new energy to the program.

Finally, inasmuch as I genuinely rely upon and appreciate your awesome work, I also expect each of you to remain cognizant of the simple fact that you occupy coveted positions. We owe it to America's Army Reserve to continue to bring new Ambassadors to the team and ask others to take a knee or transition to Emeritus status over time. On average, I expect Ambassadors to serve in an active status for one, or possibly two, three-year terms. I have directed the crew here at the Office of the Chief of Army Reserve, in conjunction with the Geographic Commanders, to begin the process of assessing the terms of currently sitting Ambassadors and to craft a plan that balances continuity of support, exploitation of experience and desire to serve, and extraordinary or exemplary "results", with the simple reality that many great Americans want to have a shot to contribute to the team in like fashion as each of you have already done.

We are On the Road to Awesome. You are on the trek with us, and your sustained and stalwart support is, as I note above, essential. As you study the implications of Ready Force X and what it means to units-of-action in your region, I encourage you to come up on the net and let me know how I can better support you in supporting all of us. Where we are going is not where we have been.

I'll see you soon. Until then, keep bounding...

Keep Bounding!
AW!

Double Eagle 6

CHARLES D. LUCKEY
Lieutenant General, U.S. Army
Chief of Army Reserve