



DEPARTMENT OF THE ARMY
CRANE ARMY AMMUNITION ACTIVITY
300 HIGHWAY 361
CRANE IN 47522-5099

JMCN-PA

20 January 2016

MEMORANDUM FOR Regimental Sergeant Major, Office of the Chief of Public Affairs,
Washington, DC 20310

SUBJECT: HOWELL, Marshall Z., 2526, Memorandum of Eligibility for MG Keith L. Ware
Public Affairs Competition

1. This is to certify that 1LT Howell meets height and weight standards IAW AR 600-9, and is not pending UCMJ actions, barred from reenlistment/continued service or flagged IAW AR 600-8-2.
2. 1LT Howell graduated DINFOS on 20140822, having served less than 2 years in the career field.
3. All work examples submitted are the product of 1LT Howell and were produced during calendar year 2015.
4. POC for this action is Mr. Thomas Peske at (812) 854-4825 or Thomas.w.peske.civ@mail.mil.

A handwritten signature in black ink, appearing to read "Thomas W. Peske".

THOMAS W. PESKE
Public Affairs Officer

1st Lt. Marshall Howell
Deputy Public Affairs
Crane Army Ammunition Activity

A former journalist and magazine editor, 1st Lt. Marshall Howell currently hones his communication and leadership skills as a public affairs officer for the U.S. Army.

Since May of 2014 he has served as the deputy public affairs officer for Crane Army Ammunition Activity where he is a principle advisor to the commander and executive staff on all external and internal communication strategies. In this role he conceived and executed a successful rebranding campaign for CAAA, including a redesigned logo and the publication of a wide variety of media products to meet holistic branding initiatives. He developed improvements to CAAA's public affairs program based on analysis of stakeholder feedback, research and policy guidance, including the design and publication of a new quarterly magazine for CAAA employees. He was recognized by Gen. Dennis Via, commanding general of Army Material Command, for his additional efforts in planning, resourcing and executing a high-profile depot assessment visit by more than 70 subject matter experts within the Organic Industrial Base, including the logistical coordination of rotary wing elements for the visiting flag officers.

He is also a member of the Indiana National Guard where he currently serves as the deputy public affairs officer for the 38th Infantry Division. As a chief advisor to Maj. Gen. David C. Wood on all media and public affairs issues, he leads a team responsible for publicizing the mission, accomplishments and activities of a multi-state organization comprised of more than 9000 personnel. While serving with the 38th Infantry Division he conducted emergency response training, federal and state-level agency coordination and field liaison operations for the Domestic All-Hazards Response Mission, tasked with providing contingency disaster relief operations within the eastern half of the United States. He received his public affairs qualification from the Defense Information School in August 2014.

Howell received his M.A. in Journalism from Ball State University's College of Communication, Information, and Media where he specialized in literary nonfiction. He earned a B.A. in English from Indiana University, Bloomington.

He resides in the Midwest with his wife and three children.

HOWELL, MARSHALL ZACHARY

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1LT, AG





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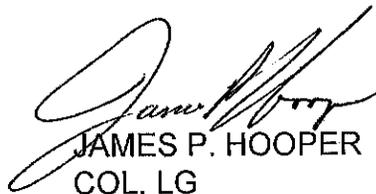
20 JAN 2016

JMCN-CO

MEMORANDUM FOR Regimental Sergeant Major, Office of the Chief of Public Affairs,
Washington, DC 20310

SUBJECT: Letter of Recommendation for HOWELL, Marshall Z., 2526

1. It is with great pleasure that I recommend 1LT Marshall Howell for the MG Keith L. Ware Public Affairs Officer Rising Star the Year Competition. I have been his commanding officer since June 2015 and have found his work to be exemplary for an officer at his grade.
2. 1LT Howell consistently took on new projects during 2015, allowing Crane Army Ammunition Activity to expand its public information and marketing beyond its traditional role. His efforts to align Crane Army with Army Material Command's branding efforts, while simultaneously highlighting what makes Crane Army unique asset to the Organic Industrial Base, has allowed both its command and public information efforts to succeed.
3. I am convinced 1LT Howell shines as the perfect example of what a rising star in the public affairs community should be.
4. If I may be of further assistance, please contact me at DSN 482-5582 or via email at james.p.hooper.mil@mail.mil.


JAMES P. HOOPER
COL, LG
Commanding



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JMCN-DO

20 January 2016

MEMORANDUM FOR Regimental Sergeant Major, Office of the Chief of Public Affairs,
Washington, DC 20310

SUBJECT: Letter of Recommendation for HOWELL, Marshall Z., 2526

1. It is with great pleasure that I recommend 1LT Marshall Howell for the MG Keith L. Ware Public Affairs Officer Rising Star the Year Competition. I have worked with this Officer since 1AUG2014 and he possesses a very broad range of skill sets to execute the full range of public affairs support needed in today's environment.
2. 1LT Howell skillfully planned, resourced and executed Crane Army's branding initiative, Quarterly Magazine, redesigned marketing materials, activity change of command and assisted with over 30 distinguished visitors. He has taken high quality photos that capture the heart of our activities mission and contributed to press releases to keep us in the communities mind. He always advises our senior leadership frankly and honestly to facilitate the outcomes our organization needs. His military bearing, character and conduct are always in alignment with the Army's mission to effectively communicate to both internal and external audiences. He has demonstrated a broad portfolio of capabilities that sets the stage for our organization's success.
3. 1LT Howell embodies all of the qualities the public affairs community desires and excellence that is unmatched with in the profession.
4. If I may be of further assistance, please contact me at 482-3961 or via email at matthew.l.mcgowen.civ@mail.mil.

A handwritten signature in black ink, appearing to read "Matthew L. McGowen", written over a white background.

MATTHEW L. MCGOWEN
Director, GS14
Depot Operations



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JMCN-PA

21 January 2016

MEMORANDUM FOR Regimental Sergeant Major, Office of the Chief of Public Affairs,
Washington, DC 20310

SUBJECT: Nomination for 1LT Marshall Howell, 2526, as the MG Keith L. Ware Public Affairs Officer Rising Star the Year.

1. **1LT Marshall Howell** is a high-level communicator who strengthened Crane Army Ammunition Activity's public affairs capabilities. 1LT Howell's energetic efforts have enabled Crane Army Ammunition Activity to reach greater audiences through a mixture of fresh ideas and natural talent. Originally brought in to only provide writing support, his skill as a communicator has proved invaluable as CAAA works to tell its story. His ability to work at various protocol levels has allowed the command to ensure a seamless delivery of its key messages to all stakeholders.
2. He developed a command-wide Brand and Use Guidelines Instruction that allowed CAAA to be properly nested with U.S. Army and Army Materiel Command while still maintaining a unique profile among other depots. His ability to breakdown the complexities of an Army Working Capital Fund unit within a military structure was critical to the success of having a brand that all employees could properly use to communicate the Crane Army story.
3. **1LT Howell** took the initiative to develop a new quarterly magazine that would provide quality information to CAAA's largely blue collar workforce while still projecting a polished and professional image to stakeholders at all levels. His ability to work with multiple directorates enabled the magazine to be published on time with balanced editorial content. This project required him to be a self starter who could manage time and logistics.
4. **1LT Howell's** intelligent and affable personality enables him to communicate effectively to various groups and reach consensus on what needs to be said and done. His positive attitude makes him a sought after resource by senior leaders in the organization. His willingness to take marketing courses to assist the command in its business development has allowed him to be a great asset to the organization.
5. **1LT Howell** is in compliance with the height and weight standards of AR 600-9. He scored 235 during his June 2015 physical training test."
6. Without a doubt, 1LT Howell exemplifies what a Public Affairs Officer Rising Star the Year should be. He is devoted to telling the Army story in a way that makes sense to all audiences and is constantly striving to better his craft. He can be trusted with complicated projects/events with minimal oversight. He is a team player who puts the success of the communication plan above personal glory and bylines. He more than

qualifies for this award and will continue to benefit the U.S. Army for years to come.



THOMAS W PESKE
Public Affairs Officer

Enclosures:

1. Memorandum for Eligibility Howell
2. Howell Recommendation Letter COL Hooper
3. Howell Recommendation Letter McGowen
4. Howell DA Photo
5. Howell Bio
6. CAAA Branding Kit and Use Guidelines
7. Crane Quarterly Vol1 Iss1