



**US ARMY  
SUSTAINMENT  
COMMAND**

***2014 MG KEITH L. WARE AWARDS  
PUBLIC AFFAIRS COMPETITION***

**CATEGORY A ENTRY:**

**Sgt. 1<sup>st</sup> Class Shannon M. Wright  
Community Relations Officer  
ASC Public Affairs Office**

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NOMINATION SUBMITTED BY:

Public Affairs Office, US Army Sustainment Command (ASC)

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REPLY TO  
ATTENTION OF:

DEPARTMENT OF THE ARMY  
HEADQUARTERS, US ARMY SUSTAINMENT COMMAND  
1 ROCK ISLAND ARSENAL  
ROCK ISLAND, IL 61299-6500

AMSAS-PA

23 January 2015

MEMORANDUM FOR Office of the Chief of Public Affairs, US Army,  
1500 Army Pentagon, Room 1E475 Washington, DC 20310-1500

SUBJECT: Entry for 2014 MG Keith L. Ware Awards Public Affairs  
Competition (Category A / Community Relations)

1. I strongly recommend the selection of SFC Shannon M. Wright, Community Relations Officer for the U.S. Army Sustainment Command (ASC) Public Affairs Office, for the 2013 MG Keith L. Ware Award in Category A, in recognition of SFC Wright's outstanding individual achievements in the area of community relations.
2. I can personally attest to SFC Wright's devotion to her duty as Community Relations Officer and her personal interest in strengthening the ties between ASC and its host installation, Rock Island Arsenal, and the local community. Her efforts have greatly enhanced community relations and often resulted in positive media coverage, contributing greatly to ASC's overall Public Affairs program.
3. This nomination documents SFC Wright's outstanding efforts in the area of community relations, and illustrates an individual who richly deserves a Keith L. Ware Award.

A handwritten signature in black ink, appearing to read "D. M. Carlson", is positioned above the typed name.

DANIEL M. CARLSON  
Chief, ASC Public Affairs

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DEPARTMENT OF THE ARMY  
HEADQUARTERS, US ARMY SUSTAINMENT COMMAND  
1 ROCK ISLAND ARSENAL  
ROCK ISLAND, IL 61299-6500

REPLY TO  
ATTENTION OF:

AMSAS-CS

JAN 22 2015

MEMORANDUM FOR Office of the Chief of Public Affairs, US Army,  
1500 Army Pentagon, Room 1E475, Washington, DC 20310-1500

SUBJECT: Entry for 2014 MG Keith L. Ware Awards Public Affairs  
Competition (Category A/Community Relations)

1. I strongly recommend the selection of SFC Shannon M. Wright, Community Relations Officer for the US Army Sustainment Command (ASC) Public Affairs Office, for the 2014 MG Keith L. Ware Award in Category A.
2. I make this recommendation for a number of reasons. SFC Wright achieved excellence in community relations through her outreach efforts, and through her dedication to enhancing the ties between ASC and its host installation, Rock Island Arsenal, and the local community. I can personally attest to the positive effect SFC Wright's efforts have had on the image of Rock Island Arsenal and ASC activities, and I know that her work produced a community relations program that is among the best I've seen during my Army career.
3. Again, I strongly recommend SFC Wright for the Keith L. Ware Award. Her professionalism, devotion to duty, and enthusiasm for her mission have made a lasting, positive impact on the public image of Rock Island Arsenal and the Army Sustainment Command.

A handwritten signature in cursive script, reading "Donald M. Mayer", is positioned above the typed name.

DONALD M. MAYER  
COL, GS  
Chief of Staff

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## **SFC SHANNON M. WRIGHT BIOGRAPHY**

SFC Shannon Wright serves as the Public Affairs Noncommissioned Officer for the U.S. Army Sustainment Command (ASC), a position she has held since November 2013. SFC Wright is responsible for the community relations program and assists in planning and executing media relations and command information opportunities throughout the ASC footprint.



SFC Wright, a native of Anton, Colorado, entered the United States Army on July 28, 1998. She completed Basic Combat Training at Fort Jackson, South Carolina, and Advanced Individual Training for the MOS 31R (multi-channel transmission systems operator/maintainer) at Fort Gordon, Georgia. She reclassified to 46R (military broadcaster) in February 2003 at Fort Meade, Maryland. She has held leadership and operational positions including Team Leader, Squad Leader, Station Manager, and Operations NCO.

Her stateside assignments include: 31st Air Defense Artillery, Fort Bliss, Texas; 82nd Airborne Division, Fort Bragg, North Carolina; 4th Infantry Division, Fort Carson, Colorado; and ASC, Rock Island Arsenal, Illinois. Her overseas assignments include 307th Signal Battalion, Camp Carroll, Korea; Task Force 3/2, Al Jaber Air Base, Kuwait; AFN Bavaria, Vilseck, Germany; Task Force Pegasus, Kandahar Air Field, Afghanistan; and AFN Yongsan, Yongsan, Korea.

Her military schools and education include Primary Leadership Development Course, Basic Noncommissioned Officers Course, and Advanced Noncommissioned Officers Course.

Her awards and decorations include the Bronze Star Medal, Meritorious Service Medal (2nd award), Joint Service Commendation Medal, Army Commendation Medal (2nd award), Army Achievement Medal (5th award), Navy and Marine Corps Achievement Medal, Meritorious Unit Citation, Army Good Conduct Medal (5th award), National Defense Service Medal, Armed Forces Expeditionary Medal, Afghanistan Campaign Medal (with campaign star), Global War on Terrorism Service Medal, Korean Defense Service Medal, Noncommissioned Officer Professional Development Ribbon (numeral 3), Army Service Ribbon, Overseas Service Ribbon (numeral 4), and the NATO Medal.

SFC Wright has three children.

## **CONTEXT / BACKGROUND**

The U.S. Army Sustainment Command is a global logistical support organization which is headquartered on Rock Island Arsenal, a unique multifunctional Army installation. Though its mailing address places it in Illinois, the Arsenal is actually located on a three-mile-long, 946-acre island in the middle of the Mississippi River, between the states of Illinois and Iowa. Rock Island Arsenal is in the center of a two-state community and region known as the Quad Cities area that actually consists of more than a dozen separate communities of varying sizes, and has a “sphere of influence” that extends into several counties in eastern Iowa and western Illinois. The history and continued development of the area are both closely tied to the Arsenal, and a strong bond has developed between the Arsenal and the community over the years.

While its population totals over 400,000, the Quad Cities area and surrounding region has a “small town” feel. Nearly everyone in the metropolitan area either works on the Arsenal themselves, or has a family member or friend who currently works on or is retired from the Arsenal, which is the largest employer in the area. Many residents also have family members interred at Rock Island National Cemetery, a Veterans Administration burial site for veterans and family members located just inside the east entrance to the Arsenal. This familiarity has strengthened the bond between the Arsenal and the Quad Cities, and has established the Arsenal as yet another unique community within the larger area.

ASC is led by a commanding general who is designated as the Senior Commander on the installation – essentially, the Arsenal’s ranking military officer. As such, ASC takes a leading role in activities and events that involve the installation and the community, in addition to performing its global mission. ASC shares responsibility for the installation and community mission with the Rock Island Arsenal Garrison – which reports to the U.S. Army Installation Management Command (IMCOM) – and with other commands and tenants on the Arsenal, including the U.S. Army Joint Munitions Command (JMC).

The ASC Public Affairs Office has taken the lead on the Arsenal’s community relations program, both because of the ASC CG’s role as Senior Commander and because ASC Headquarters has a large proportion of the military personnel assigned to the installation. Most of the military personnel assigned to ASC Headquarters are either NCOs or senior commissioned officers, making them good candidates for speaking engagements and similar community relations events.

Since her appointment as Community Relations Officer in November 2013, Sergeant 1<sup>st</sup> Class Shannon M. Wright has effectively led and coordinated a community relations program that has greatly strengthened the ties between the Army and the community, as outlined below.

## **AWARD JUSTIFICATION**

During 2014, SFC Wright coordinated 64 community relations events. A list of all these events can be found below in this nomination package. These events generated 18 items in local media (also noted below), with all coverage positive in nature. This greatly enhanced ASC's overall public affairs program and established a synergistic relationship between media relations and community relations.

Events were supported in several different ways. In some cases, a guest speaker was provided. In others, a color guard consisting of ASC soldiers was provided. SFC Wright also supported military appreciation nights at local professional sporting events that involved a variety of activities (i.e. throwing out the first ball / dropping the first puck, signing the community covenant, etc.). Some events also involved wreath layings and other public displays of remembrance or support.

Local organizations that wish to request a speaker or color guard were able to use the ["Request for Army Speaker / Color Guard"](#) tab on ASC's public Web page. The tab opens a form which requesters could fill out providing information on the time, place and nature of the event, and contact information for the requester.

The formal planning process was supplemented by an informal process based on word of mouth generated by individuals who had made such requests in the past. These individuals would often contact SFC Wright directly, who would then initiate the approval process.

SFC Wright also used historical information to reach out to organizations that had made community relations requests in the past. This method was specifically employed during advance planning for Memorial Day and Veterans Day. A number of ceremonies and observances are held in the community to mark these patriotic holidays, and SFC Wright contacted the organizations coordinating the events to assure that they would be provided with military speakers, color guards and other support.

Approval for all community requests must be obtained from ASC's Office of Counsel, in order to assure that all requests meet legal and regulatory requirements and do not violate prohibitions on commercial endorsements, partisan political activity, and real or perceived conflicts of interest. SFC Wright successfully coordinated community relations requests with the Office of Counsel on a regular basis, and established a close working relationship with the attorneys who were assigned to the review process.

The success of the community relations program also hinged on the relationship which SFC Wright established with top military leaders at ASC. She enjoys a good reputation among these leaders, and they have responded positively to her requests that they act as speakers and make other appearances in the community.

SFC Wright also has earned the assistance and cooperation of her fellow NCOs, who sometimes appear as speakers and willingly serve on color guards. Some NCOs, especially those who are members of the local Audie Murphy Club, have worked with SFC Wright to act as mentors in local schools.

While Rock Island Arsenal is perceived as a single entity by the community, the installation actually hosts dozens of different organizations, including ASC. Operating a community relations program for such an installation involves coordination with a number of different organizations and individuals. SFC Wright expertly coordinated among these organizations and individuals, and established good relationships with individuals in other public affairs offices on the Arsenal. Though she was a “single face” to the community, she positively represented all organizations on the installation, and enhanced the public affairs programs of commands other than ASC.

Thanks in large part to SFC Wright’s efforts, relations between Rock Island Arsenal and the community which surrounds it are now as strong as they have ever been. SFC Wright’s effective management of the community relations program has added great value to the installation’s overall public affairs program, generating positive media coverage and increasing the general public’s knowledge of, and interest in, Rock Island Arsenal’s role in the community. The program has also increased contacts between leaders at the Arsenal and leaders in the community, including members of Congress and local mayors. These personal ties have proven valuable in enhancing the support enjoyed by Rock Island Arsenal among community leadership.

SFC Wright has demonstrated the communication and interpersonal skills needed to manage a program that involves contact and coordination among disparate individuals. Her organizational skills have assured that the community relations program runs smoothly. All requests for support received during 2014 were responded to, usually within 24 hours. This is a testament to SFC Wright’s diligence and dedication. Her hard work and record of excellence are worthy of recognition, and meet and exceed the high standards set by past winners of the Keith L. Ware Award.

**COMMUNITY EVENTS COORDINATED**  
**BY ASC PUBLIC AFFAIRS OFFICE – 2014**

Rock Island (IL) Neighborhood Partners (6 February)

Quad Cities Connection Bus Tour (18 March)

Quad Cities Executives Club Breakfast (4 April)

Denkmann Elementary School (Rock Island IL) Community Leaders Day (11 April)

Honor Flight Departure & Arrival – Quad Cities International Airport, Moline IL (16 April)

Midwest Small Business Contracting Symposium (7-8 May)

Military Appreciation Week Proclamation – City of Davenport IA (7 May)

Military Appreciation Night – Quad City River Bandits (9 May)

Audie Murphy Club Coin Presentation (13 May)

18 Memorial Day Events (24-26 May):

- Rock Island National Cemetery (Rock Island Arsenal)
- Silvis IL
- Davenport IA
- Dixon IL
- Blue Grass IA
- Clermont IA
- Donahue IA
- Galva IL
- Milan IL
- Port Byron IL
- Sabula IA
- Bettendorf IA
- Moline IL
- Hero Street Memorial (Silvis IL)
- Scott County Historical Society (Davenport IA)
- Ridgcrest Village (Davenport IA)
- Miles IA
- Preston IA

All Saints Catholic School (Davenport IA) Fun Day (27 May)

Defense of Freedom Medal Presentation – Fluor Corp (Fort Worth TX) (30 May)

Andover (IL) Days (8 June)

Quad Cities Military Gala (13 June)

Military Caddies (Birdies for the Brave) - John Deere Classic Golf Tournament (9 July)

TugFest – Port Byron, IL (9 August)

Tribute to the Fallen – Davenport IA (23 August) P

Battle of Credit Island – Davenport IA (30 August)

Honor Flight Departure & Arrival – Quad Cities International Airport, Moline IL (18 September)

Freedom Rock Painting – LeClaire IA (8 October)

Freedom Rock Unveiling – LeClaire IA (11 October)

LULAC Hispanic Heritage Month Ceremony – Davenport IA (15 October)

Bettendorf (IA) Middle School Job Fair (17 October)

Davenport (IA) Community Schools Student Showcase (28 October)

Honor Flight Departure & Arrival – Quad Cities International Airport, Moline IL (30 October)

Military Appreciation Night – Quad City Mallards (1 November)

18 Veterans Day Events (8-11 November)

- Hero Street Memorial (Silvis IL)
- Orion IL
- All Saints Catholic School (Davenport IA)
- Tipton (IA) Elementary School
- Northeast High School (Goose Lake IA)
- Preston IA
- Davenport IA
- Silvis IL
- Dixon IL
- East Moline IL
- Galva IL
- Illinois Retired Teachers Association
- Milan IL
- Moline IL
- Rock Island National Cemetery (Rock Island Arsenal)
- Palmer Chiropractic College (Davenport IA)
- Bettendorf IA
- Trinity Lutheran Church (Moline IL)

Wilson Elementary School (Davenport IA) – Mentoring by Soldiers (25 November)

Wreaths Across America (13 December)

**TOTAL: 64**

## **MEDIA COVERAGE OF** **ASC COMMUNITY RELATIONS EVENTS – 2014**

- “Soldiers support honor flight”– KWQC-TV, April 16  
<http://www.kwqc.com/story/25262169/ninety-qca-veterans?autoStart=true&topVideoCatNo=default&clipId=10059171>
  
- “Arsenal holds symposium with small business owners” – WHBF-TV, May 8  
<http://www.ourquadcities.com/story/d/story/arsenal-holds-symposium-with-small-business-owners/24229/URRoPgMeDUS2xLDO0iLzBw>
  
- “Small Business Government Contracting Symposium held at iWi “ – Rock Island Argus, May 9  
[http://www.qconline.com/news/photocutline/small-business-government-contracting-symposium-held-at-iwi/article\\_c5ad2667-b04b-5fa6-81f3-e61a0a06568a.html](http://www.qconline.com/news/photocutline/small-business-government-contracting-symposium-held-at-iwi/article_c5ad2667-b04b-5fa6-81f3-e61a0a06568a.html)
  
- “Residents honor veterans in Silvis” – WHBF-TV, May 24  
<http://www.ourquadcities.com/story/d/story/residents-honor-veterans-in-silvis/23790/eO1WN5tqpEWaPNAsNLzDYA>
  
- “Memorial Day observances held”– KWQC-TV, May 24  
<http://www.kwqc.com/story/25610436/memorial-day-ceremonies>
  
- “Kids and soldiers” – Quad City Times, May 28  
[http://qctimes.com/kids-and-soldiers/image\\_420adca6-3778-5cb5-9868-82e00c7a3fba.html#.U4XnZinPPD4.email](http://qctimes.com/kids-and-soldiers/image_420adca6-3778-5cb5-9868-82e00c7a3fba.html#.U4XnZinPPD4.email)
  
- “Community unveils Freedom Rock to honor fallen soldiers”– KWQC-TV, April 16  
<http://www.kwqc.com/story/26768075/community-unveils-freedom-rock-to-honor-fallen-soldiers>
  
- “Birdies for the Brave”– WHBF-TV, July 9  
[http://www.ourquadcities.com/story/d/story/birdies-for-the-brave/28701/FnC4xKtcxE-1\\_TMxmvNn9w](http://www.ourquadcities.com/story/d/story/birdies-for-the-brave/28701/FnC4xKtcxE-1_TMxmvNn9w)
  
- “Rain doesn't dampen Freedom Rock's day” – Quad City Times, October 12  
[http://qctimes.com/news/local/rain-doesn-t-dampen-freedom-rock-s-day/article\\_1f3c5342-ecde-5cb5-889e-57f8ef2f1eff.html](http://qctimes.com/news/local/rain-doesn-t-dampen-freedom-rock-s-day/article_1f3c5342-ecde-5cb5-889e-57f8ef2f1eff.html)
  
- “Honoring veterans of Hero Street” – KWQC-TV, November 8  
<http://www.kwqc.com/story/27334542/honoring-veterans-of-hero-street>

- “Hero Street: 'Our nation owes a great debt ...’ – Quad City Times, November 9  
[http://qctimes.com/news/local/hero-street-our-nation-owes-a-great-debt/article\\_5b7e9da5-8fb6-5df6-9fa4-d7e957e9bc8a.html](http://qctimes.com/news/local/hero-street-our-nation-owes-a-great-debt/article_5b7e9da5-8fb6-5df6-9fa4-d7e957e9bc8a.html)
- “National Cemetery holds Veterans Day ceremony” – WHBF-TV, November 11  
<http://www.ourquadcities.com/story/d/story/ri-arsenal-national-cemetery-holds-veterans-day-ce/20854/c5BK5QbsTkqXb3UJHjec8A>
- “Veterans Honored at Rock Island National Cemetery” – WVIK-FM, November 11  
<http://wvik.org/post/veterans-honored-rock-island-national-cemetery>
- “Two dozen Q-C ceremonies mark Veterans Day” – Rock Island Argus, November 12  
[http://www.qconline.com/news/local/two-dozen-q-c-ceremonies-mark-veterans-day/article\\_becd8594-b470-52ae-bdf2-0c5f5a7b6d42.html](http://www.qconline.com/news/local/two-dozen-q-c-ceremonies-mark-veterans-day/article_becd8594-b470-52ae-bdf2-0c5f5a7b6d42.html)
- “Holiday for some, day of memories for those who served” – Quad City Times, November 12  
[http://qctimes.com/news/local/holiday-for-some-day-of-memories-for-those-who-served/article\\_ec58bd50-ebba-5901-bf18-8fd1e6873599.html](http://qctimes.com/news/local/holiday-for-some-day-of-memories-for-those-who-served/article_ec58bd50-ebba-5901-bf18-8fd1e6873599.html)
- “Wreaths Across America honors fallen veterans” – WHBF-TV, December 13  
<http://www.ourquadcities.com/story/d/story/ri-arsenal-national-cemetery-holds-veterans-day-ce/20854/c5BK5QbsTkqXb3UJHjec8A>
- “ ‘Wreaths Across America’ Comes To Rock Island National Cemetery” – WQAD-TV, December 13  
<http://wqad.com/2014/12/13/wreaths-across-america-comes-to-rock-island-national-cemetery/>
- “Wreath ceremony wrings emotions from Arsenal Island audience” – Quad City Times, December 14  
[http://qctimes.com/news/local/wreath-ceremony-wrings-emotions-from-arsenal-island-audience/article\\_989512b1-9bca-54be-9c48-22ffa2768c7c.html](http://qctimes.com/news/local/wreath-ceremony-wrings-emotions-from-arsenal-island-audience/article_989512b1-9bca-54be-9c48-22ffa2768c7c.html)

**TOTAL: 18**

*NOTE: Links active at time of submission; may no longer be active; all above clips available under separate cover as Word documents*