

THE REGISTER

WINTER 2022



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Partnering with NFHS and the National Athletic Director's Winter Conference

The Selective Service System partnered with the National Federation of High School (NFHS) Association to increase registration awareness among young men ages 18-25 by getting the message in front of high school athletic directors and coaches.

This partnership included an opportunity to participate in the National Athletic Director's Winter Conference, held in Denver, Colorado, Dec. 10-14, 2022.

The Public and Intergovernmental Affairs (PIA)

office sent promotional items, including posters, brochures, and postcards. NFHS also highlighted the Selective Service System as a partner by displaying the agency's logo throughout the conference on signage and promotional materials.

Additionally, Micheal Migliara, Associate Director for Public and Intergovernmental Affairs, [recorded a video message](#) that aired during the event's closing remarks.

The recent changes with SSS registration in relation to the



Free Application for Federal Student Aid (FAFSA) have caused a decrease in the amount of registration traffic on the public-facing website, making outreach events like the National Athletic Director's Winter Conference more critical to the Selective Service System's mission.

The partnership with NFHS is one of many ways PIA is working to reach young men and the people who influence them to ensure they are informed about registering with the Selective Service System.

Did you know our WWII-era Conscientious Objector (CO) program has a direct link to our Biggest Winner contest?

By Craig T. Brown, Director Selective Service System (Acting)

As WWII progressed, it became obvious that feeding those liberated from Nazi concentration and incarceration camps as well as civilian refugee populations throughout Europe and Asia was going to be difficult. In some cases, well-meaning servicemen and medical personnel were doing more harm than good when they tried to treat starved people. There had been little scientific study on the physical and psychological effects of starvation. That is where COs came in.

During WWII, a separate entity, the Civilian Public Service (CPS), managed more than 12,000 men classified as COs by SSS local boards. COs performed many tasks to benefit national security; some worked in hospitals, some on farms, some on public works projects. Some volunteered to assist in scientific research. In 1944 CPS called volunteers to participate in what became known as the Minnesota Starvation Experiment, and 36 COs signed up. The COs were put through a 12-month protocol: 3 months of a standardized 3600 calories/day diet followed by six months of 1800 cal/

day (designed to achieve on average a 25% weight loss), followed by one of four different 3-month recovery diets. During these 12 months, all volunteers had to sustain a certain level of physical and mental fitness to mimic conditions in a war-torn population. They walked no less than 22 miles a week, had administrative and housekeeping duties, and participated in university classwork in order to measure mental acuity.

Among the many findings of the Minnesota Starvation Experiment was that everyone has a basal metabolic rate. There is a caloric cost to running your body no matter what you do. Further, your body will adjust to ensure there is enough energy to keep your most critical systems, such as brain and liver function, running at the expense of virtually everything else. Your muscles, which require a lot of energy to maintain, will wither. Blood pressure and pulse rate will drop. As the six-month caloric limitation part of the protocol progressed, the COs became more and more lethargic and experienced mental foginess. The COs had no say in what systems got energy; their bodies decided for them. Further,

all 36 COs were able to regain their pre-experiment weight, many within the three months of recovery.

But what does this have to do with the Biggest Winner? As you have been hearing, if you participate, a well-balanced, gradual approach is best for weight loss. Dramatic changes to diet don't work. Your body will rapidly adjust to what it interprets as starvation conditions and then will once again rapidly adjust when your caloric intake inevitably increases. Sensible food intake combined with exercise and a healthy understanding of your body and how it reacts to change over time is the best way to lose weight.

Although complete results were not published until 1950, the work performed by the medical team and COs in the Minnesota Starvation Experiment influenced recovery efforts throughout post-war Europe and Asia and helped save lives. That is a great legacy for the 36 COs who participated.

References

- Kalm, L. and Semba, R (2005). They Starved So That Others Be Better Fed: Remembering Ancel Keys and the Minnesota experiment. *J Nutr.* 2005 Jun;135(6):1347-52.

An Algorithm for

Registration Awareness

2021 marked unprecedented territory for the Digital Affairs team; for the first time in Agency history, planned, quarterly advertising campaigns began running intermittently throughout the fiscal calendar year. New milestones were exhibited, and record baseline analytics were established to conclude data findings as to what best practices looked like and what could be further improved upon. During the campaign ads of FY2021, a precise social media algorithm was selected to specifically target users most likely to visit the Selective Service website based upon the user's interests, purchases, and previous advertisement interactions. For example, if a user had previously searched for information regarding benefits related to the Selective Service, the algorithm would then target the user with a Selective Service social media ad. The Digital Affairs team selected this algorithm to increase registration rates; however, the algorithm did not account for an awareness aspect, explicitly targeting individuals unfamiliar with the Selective Service registration requirement.

As the Digital Affairs team prepares for the FY2022 campaigns, a new social media awareness algorithm will be implemented;

The Digital Affairs team's main

objective is to increase registration awareness among our targeted demographic, and the new algorithm will target individuals that are completely unfamiliar with the Selective Service System and/or unaware of a pain point that needs to be resolved, i.e., registering before the age of twenty-six.

Social media algorithms are constantly evolving, and understanding the individual complexities and nuances of each social media platform determines the overall success of campaigns. The Digital Affairs team's top strategy is to increase impressions across all channels to ensure registration awareness strengthens among low registration compliance regions.

Our Quarter Four Campaign advertisements began running throughout Quarter One to accurately quantify and measure data from the previous algorithm campaign. This provided a direct comparison of the two algorithms. Ultimately, the new algorithm change increased the number of impressions by over 1 million, resulted in cost-effective solutions, and increased video views by 151%.

Our Team is looking forward to FY2022 and the new algorithm change that will provide registration awareness to the future young leaders of our great Nation.

Regional Social Media Program

Within the past decade, social media has increased significantly; in 2005, 5% of adults living in the United States reportedly engaged on social media platforms. Today, that number has drastically risen to nearly 70%. With social media's rising influence among users, it's important the Selective Service remain involved online, providing an opportunity for local civic engagement and registration awareness.

The Digital Affairs Team recently launched the Regional Social Media Program, designed to connect Agency key players to Regional specific media platforms. This initiative will encourage networking among volunteers, employees, RSMs, and State Directors to facilitate registration awareness within communities. All members of the Selective Service family have an opportunity to contribute to the Regional Social Media Program and can submit content related to Regional specific outreach efforts.

If you are on social media, be sure to like, follow, and share your Region's Facebook page linked below.

[Region I - Selective Service System](#)

[Region II - Selective Service System](#)

[Region III - Selective Service System](#)

To submit stories, photos, narratives, or any other forms of content, please contact your regional POC listed below.

Region I, Michelle Cebula
Michelle.Cebula@sss.gov

Region II, Charles Kinsey
Charles.Kinsey@sss.gov

Region III, Kathy Green
Kathy.Green@sss.gov



Employee Awards

Congratulations to SSS Employee of the Quarter Bernard Washington and all the employees who received awards during FY22 Q1 for their superior performance and contributions to Selective Service. Below is a list of the award recipients. If you would like to learn more about the agency's Awards Program, please see PPPM Chapter 451 Recognition and Incentive Award Program.

Quarter One

Runner Up, Employee of the Quarter:

Karan Fraley

Group Awards:

CCB Group Award

Andy Gonzales

Kyle Wisher

MCB Group Award:

Trevor Barlow

Reuben Chavez

Larry Dyson

Betty Galauskas

Patrick Henning

Cynthia James

Sabrina Mey

Scott Overby

Glenn Rapanos

RSA Group Award:

Robert Broze

Bernard Ben-Carew

Angela Gayden

Sergio Huerta

HQIT Group Award:

Jonathan Kimball

Alex Yuen

EAC Group Award:

Pam Miller

Rhonda Robinson

Marisela Negron

Kim Nichols

Veronica Quinette

Glenn Rapanos

Daisy Santiago

SPOT Award:

Shaquita France

Honorary Awards:

Victoria Briggs

Karen Britton

Emily Fogleman

Claude Hempel

Dominic Lizambri

Employee of the Quarter Award: Bernard Washington



Individual Awards:

Thomas Birchmeyer

Tahreem Choudhary

Sabrina Cunningham

Desja Fagins

Ian McNa

Ken Montgomery

Francisco Morales

Modinat Osaye-Abari

Steve Panich

Veronica Quinette

Daisy Santiago

Flora Terrazas

Cane Toussaint

Brett Williams

Steven Wynands

Iris Yu

Alex Yuen

Data Management Center “DMC Wall of Honor”

In honor of Veterans Day, November 11, 2021, the Data Management Center wanted to do something special to honor those DMC employees who are Veterans and celebrate their service to the Nation. Mr. Andy Gonzalez (pictured below) has served in both the Army and the Navy.



Andy Gonzalez Served U. S. Army from 1981 – 1982 & Served U. S. Navy from 1982 – 2003

The Data Management Center currently has 17 employees that served in the Army, Air Force, Marine Corps, Navy, Reserves, and the National Guard. The Veterans’ service dates range from 1971 to the present and include service in all types of conflicts and locations.

Ms. Kim Nichols and the Employee Activity Committee have created a “DMC Wall of Honor” to honor the legacy of these Veterans and their families. For many of the DMC veterans, it was not only an honor but a family tradition to serve in the military.

Mr. Matthew Adams, DMC Deputy Manager, served in the U.S. Army from July 1, 1980 to September 2, 1988- 1LT about 1986. His dad, former Technical Sergeant Herb Adams (US Army Air Force Pacific Theater from 1945-1947), is shown with him as a 2LT in June 1984.



Matthew Adams and Herb Adams with Matthew in 1984

Military Families Serve Too!

Kim Nichols, with her husband and retired DMC employee, Navy and Army Veteran Bruce Nichols.



Pictured below are some of the DMC Veterans



J. P. Murphy Served U. S. Navy from 1917 – 1918 U.S.S. Von Stueben



Walter R. Henning Served U. S. Navy from 1942 – 1945 South East Pacific



Patrick J. Henning Served U. S. Navy from 1971 -1977



Trevor Barlow



Rob Grinton



Bernard Ben-Carew



Veronica Quinette



Glenn Rapanos

THOMAS CRONIN SWORN IN AS U.S. SELECTIVE SERVICE SYSTEM'S MASSACHUSETTS STATE DIRECTOR

Retired U.S. Air Force Lieutenant Colonel Thomas Cronin was sworn in as the Massachusetts Selective Service State Director by U.S. Selective Service Acting Director Craig T. Brown. Cronin was nominated by Massachusetts Governor Charlie Baker and appointed by Mr. Brown. The ceremony was held on November 4, 2021, at the Union Oyster House in Boston.

Mr. Cronin will serve as the liaison between the Selective Service System and the Governor's office. He will represent the SSS Director concerning agency matters in Massachusetts. "We're extremely pleased that Governor Baker nominated Thomas to serve as Massachusetts's State Director and look forward to working together," Mr. Brown said. "It is extremely important to keep Massachusetts men ages 18 through 25 up to date and informed about the registration requirement," Mr. Brown noted.

"I am truly honored to serve as the Massachusetts State Director, and I look forward to working with our elected officials, education departments, and veterans and civic groups to ensure all of Massachusetts' eligible males are fully aware of the Federal registration requirement and are afforded the opportunity to receive selected educational loans and grants and remain eligible for Federal and other employment opportunities," Cronin said.

Mr. Cronin is currently employed with Vector Synergy Corporation, an international security consulting company. It supports compliance with future applications and implementations for Defense Counterintelligence and Security Agency (DCSA) and other Government security agency requirements.

His service in the Air Force spanned 21 years as an acquisition professional, including tours at the U.S. mission to NATO, Electronic System Center, Pentagon, and Aeronautical Systems Center. Upon retirement from the military, Cronin served for more than 20 years as an acquisition support expert at many levels for Air Force and DoD-related projects, spanning NATO, Japan Air Self-Defense Forces, and

U.S. intelligence, C3I, and advanced concept



technologies.

He is a 1979 graduate of Norwich University in Vermont and was awarded master's degrees in National Resources Strategy, Industrial College of the Armed Forces, Washington D.C., and Management and Supervision, Central Michigan University, Mt. Pleasant, Michigan. He has associations with the American Legion Post 223 in Duxbury, MA; the Software Engineering Institute; Carnegie Mellon in Pittsburgh, PA; and the Armed Forces Communications and Electronics Association.

Mr. Cronin makes his home in Duxbury, MA, and is married to Sharon Cronin, a former Major in the U.S. Air Force Reserve and Air Force Academy graduate, Class of 1982. They have two daughters, Jacquie of Madison, WI, Kelly of East Boston, MA, and one son Mike of Austin, TX.

Making a Positive Impact: Ty Guillaume

Turning 18 brings on many responsibilities for a U.S. citizen; voting, jury duty, and for men, registering for the Selective Service.

Ty Guillaume, a history teacher at Perry Central Community Schools in Perry County, Indiana, takes these responsibilities seriously and teaches his students about Selective Service registration in his government class.

“As a Government teacher, I stress the importance of the responsibilities of being a citizen of the United States,” Guillaume said. “Registering with the SSS is one example of civic responsibility. Most students are unaware that males must still register for the draft. They are uninformed on how the SSS works, and as their Government teacher, I feel it is important to explain how the system works.”

Guillaume said the classroom is the right place to introduce his students to the Selective Service.

They have access to the Internet, and he uses the computers in his classroom to show them how to get to the registration website.

Part of the reason he teaches the Government class is that he wants his students to be informed citizens.

“Democracy does not survive if people go through the motions,” Guillaume said. “A thriving democracy is one where the citizens are informed and participate in the process. Civics classes in schools offer an opportunity to teach students the rights and responsibilities of being a citizen in a democracy.”

Guillaume lets his students make their own decisions at the end of the day, but he wants to make sure they are informed and encourages those who are reluctant to learn more.

“I would encourage them to look at sources that explain what it means to be a citizen,” he said. “They should inform themselves



Of the history behind the law and consequences for not registering. I leave it up to them to register, but at least they know how to do it after having my class.”

Guillaume is one of the many teachers across the country helping to keep young men informed about registering for the Selective Service System, ensuring opportunities for our nation’s future young leaders.

TAKING COMMAND



Capt. Benton Conque has been an Area Coordinator for Selective Service System Joint Service Detachment TX 2-20, State Headquarters, Austin, Texas,

since December 10, 2020. He demonstrated impeccable leadership skills, outstanding recruiting skills, and complete mastery of all subject matter expertise in the performance and discharge of his multi-faceted duties and responsibilities for the Selective Service.

Conque exercised leadership and management over five Area Offices, 52 Local Boards, and 171 civilian Selective Service Board Members spread across a vast geographic area comprised of 52 counties throughout the State of Texas. In his short time with the agency, he demonstrated exceptional recruiting prowess by inspiring 16 volunteers to support the nation through volunteer service as a local board

member.

His efforts directly contributed to the outstanding 95% Selective Service registration rate for young men aged 18-25, significantly surpassing the national registration rate of 89 percent.

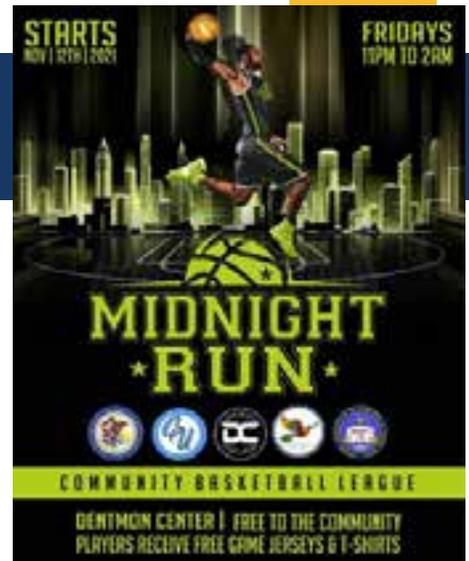
After spending 13 months with the Selective Service System, Conque took command of the 341st Medical Battalion U.S. Army Reserve in Seagoville, Texas, effective January 11, 2022.

Conque’s motivation and impeccable leadership will be highly missed, and this clearly shows SSS as a broadening assignment for Reserve Service Members as they pursue career opportunities for command and promotion.

LTC Mueller, Region 1, Speaks to the Importance of Registration

Lt. Col. Tamiko Mueller, Region 1, participated in the Midnight Run basketball program event sponsored by the Community Basketball League in Carbondale, Illinois. The program is for teens and adults up to 24 years old.

Mueller took the opportunity to share with those in attendance the importance of registering with Selective Service and explained that it is not only their civic duty but that there are many federal and state benefits linked to the registration requirement. The event was successful, with over twenty young men in attendance.



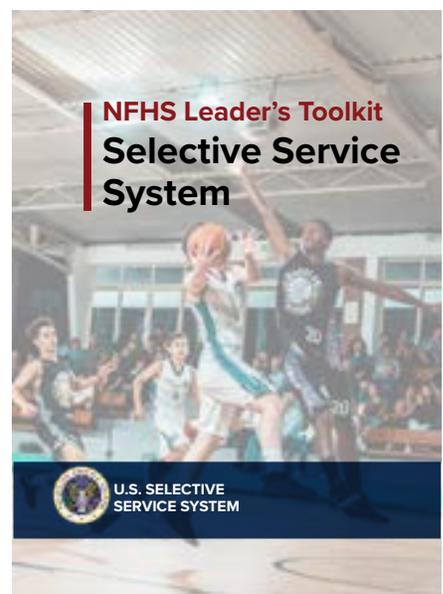
Selective Service System NFHS Toolkit

The Digital Affairs Team has created and recently redesigned a National Federation of State High School Associations (NFHS) Leaders Toolkit intended to be utilized among athletic directors, coaches, and administrators. Each section will promote Selective Service registration and raise awareness of this requirement throughout the nation. Each lesson includes a 10-minute script summarizing the main points and questions for discussion, making it easy

for instructors to add to new or existing lesson plans. The DAT also created a complementary PowerPoint presentation for each lesson which can be downloaded on our website.

To download and share the NFHS Toolkit visit:
<https://www.sss.gov/nfhs/>

Please consider sharing the Teacher's Guide with educators in your community.



DMC Holiday Party

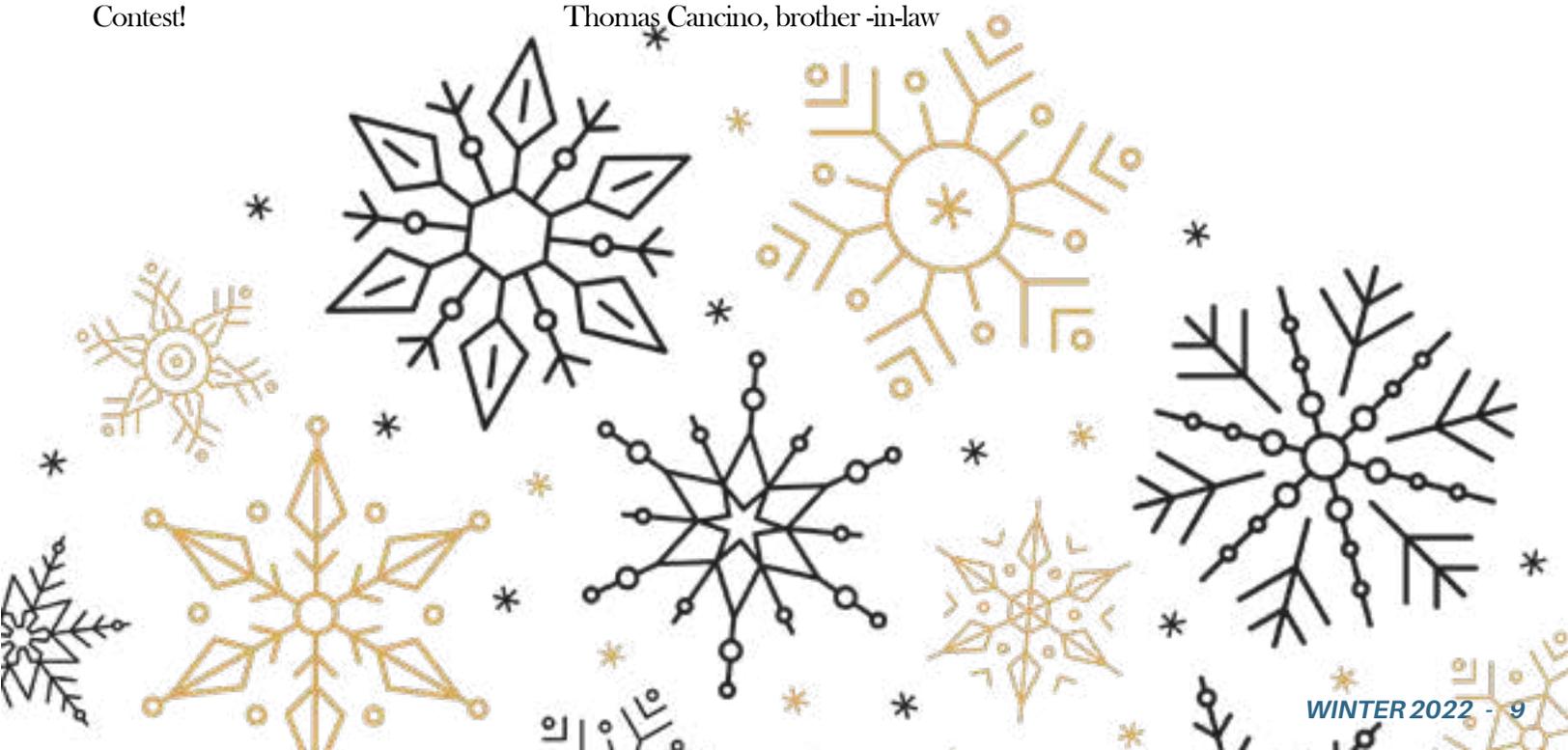


The Data Management Center held its annual Christmas Party on Friday, December 10th, 2021, at Maravela's at Fox Lake Banquet Hall. The theme was "Merry Grinchmas".

The Employee Activity Committee did a wonderful job planning the event. There were door prizes, a photo booth, games, and a Grinch Costume Contest!

Current and former employees attended and enjoyed sharing in the Holiday spirit. Among those who gathered to celebrate this special time of year with family and friends were Nicole and Dave Harris; Robert and Sabine Broze; Glenn and Patty Rapanos; Helen and Roger Vines; Nancy Ocampo-Hernandez and Thomas Cancino, brother -in-law

Jose Garcia and Jessica Garcia, his Sister-in-law; Cheryl James and her sister Jackie Hintz; Biaji Hawkins and boyfriend Charly Jenkins; Kim and Bruce Nichols and their daughter Lori De May; Lori Alcorn; Sherrie Olsen; Terrie Wiley; and Karen Fraley, Region I.



Milestones

Ms. Renee Miller retires after 35 Years of Service



Ms. Miller with her Mother, Daughter and Son



Director Brown presenting Ms. Miller with the SSS Distinguished Service Award



Ms. Miller is presented the Length of Service Award for her 35 years of Federal Service by Chief Information Officer Mr. Scott Jones.

On January 31, 2022, after 35 years of decorated and dedicated service, Ms. Renee Miller retired. Ms. Miller joined the Selective Service as a Secretary in 1989 but retired as an IT Security Specialist in the IT Security Operation Department.

Over the years, Ms. Miller was intentional about providing excellence in all facets of her work and enjoyed helping others with their computer and security needs. For many years, Renee solely managed several key IT functions. They included being the Agency's Form Manager, providing quarterly content for the IT Security Corner, participating in and leading the FISMA audits for over ten years, and ensuring the agency met its annual Computer Security Awareness training mandate.

In addition, Ms. Miller managed 12 IT projects, served as a COR over four contracts, provided formal training to users in several software applications, faithfully served on the STAR Team and other SSS committees.

Ms. Miller also loved to cook and was the life of the party at the agency cookouts. There was nothing too small for Ms. Miller to do or accomplish. Ms. Miller's attention to detail and straightforward attitude ensured SSS's Cybersecurity program was run with excellent customer service, integrity, and trust. We will miss Ms. Miller and wish her well in all of her future endeavors.

Contributors

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