DEPARTMENT OF THE ARMY
UNITED STATES ARMY SERGEANTS MAJOR ACADEMY
11291 SGT E. CHURCHILL STREET
FORT BLISS, TEXAS 79918

REPLY TO
ATTENTION OF

ATSS-CD

1 July 2014

MEMORANDUM FOR ALL ASSIGNED/ATTACHED PERSONNEL, US ARMY SERGEANTS MAJOR ACADEMY, FORT BLISS, TX 79918

SUBJECT: Policy Memorandum # 07, **Commercial Solicitation Activities**

1. Reference: AR 210-7, Personal Commercial Solicitation on Army Installations, dated 18 Oct 07.

2. Purpose: To outline the Commandant's Commercial Solicitation Activities policy.

3. USASMA personnel and organizations desiring to conduct business at the US Army Sergeants Major Academy must forward request through the Commandant, USASMA, to the installation Commander. AR 210-7, paragraph 2-5.2 lists all information that must be included on the request for solicitation permits.

4. Army installations forbid door-to door solicitation (AR 210-7, para.1-4(d)). Door-to-door solicitation is a sales method whereby an agent proceeds randomly or selective from household to household without specific prior appointments or invitations. Individuals may solicit soldiers and their family members individually; by specific appointment, and at hours designated by the installation commander or his designee. Solicitors may contact prospective clients by methods such as advertising, direct mail, and telephone. Appointments will not interfere with any military duty (AR 210-7, para 2.8B9b (1)). Solicitors must make a specific appointment with the individual. The solicitor must conduct the meeting in family quarters or in other areas designated by the installation commander (AR 210-7, para, 2.5(a)). For solicitation other than an appointment for the individual's quarters, or any other place away from the unit, in order to allow the commander enough time to arrange a suitable meeting place (FB Supp 1 to AR 210-7, para. 2-8b(3)), the commander may designate a certain room, other than the day room, in the unit area for the meeting.

5. Forbidden solicitation practices (AR 210-7, para 2.8f) include solicitation of mass groups, or captive audiences, making appointments with or soliciting of military personnel while on duty, solicitation without an appointment in areas used for housing or soliciting in barracks areas used as quarters, any oral or written representation which suggests or makes it appear that the Department of the Army sponsors or endorses the company or its agents, or the goods, services, and commodities offered for sale, distribution of literature to other than the person being interviewed, wearing of name tags that include the name of the company or product that the agent represents, the use of dayrooms for interviewing prospective customers, (FB Supp to AR 210-7, para 2.8(f.1)(7)), soliciting appointments in person on Fort Bliss, (FB Supp to AR 210-7, para 2.8(f.1)(5)), distribution of commercial advertising material other than to the person interviewed by appointment (salespersons may not pass out business cards or literature in dayrooms, FB Supp to AR 210-7, para 2-8 (f.1)(1)).

6. The installation commander must approve any organization that presents educational programs relating to the financial investment or monetary issue (AR 210-7, para 2.10(b)). Units may not distribute home addresses of members of the command or unit to commercial enterprises unless they first obtain written consent of the individuals (AR210-7, para2.8A (a) (3)).

7. Report violations through the Chain of Command to the Director, Family Morale/Welfare & Recreation, at telephone 568-5644.

"Ultima Strong!"

DENNIS E. DEFREESE
CSM, USA
Commandant