

Directors Strength Maintenance Awards Conference
ARNG HRR
Omni Hotel, Houston TX
10-14 MAR 2025

DTG	Personnel	Activity	Location	Instructor	Reference	Uniform	Remarks
Monday	10-Mar						
0001-UTC	Regional Awardees (RRNCO and RRSC), SRAG Leaders, DSMAC Staff	Travel from Home Station	En Route	RRCs	JTR	C	
1200-1600	HRR Support Staff	Registration	Post Oak Ballroom Prefunction	Ms. Jones	NGR 601-1, DSMAC MOI	D/C	
1800-UTC	DSMAC Support Staff	Staff Close Out	Westbury	MSG Eilers	NGR 601-1, DSMAC MOI	C	
Tuesday	11-Mar						
0001-1530	Remainder of DSMAC Attendees	Travel from Home Station	En Route	RRCs	JTR	C	
0600-0800	ALL (Optional)	Breakfast Buffet (\$20 Inclusive-No Taxes)	Birdie's Café	No-Host	JTR	C	
0800-1630	Regional Awardees (RRNCO and RRSC), SRAG Leaders	Board for Regional Winners	Heights	SRAG Leadership, HRR Rep	NGR 601-1, DSMAC MOI	F1	ASU/AGSU
0800-1700	HRR Support Staff	Registration	Post Oak Ballroom Prefunction	Ms. Jones	NGR 601-1, DSMAC MOI	D	
0900-1500	T10 SGM Steering Committee	SGM Steering Committee Meeting	Greenway Ballroom A	SGM Wade	NGR 601-1	D	
0900-1500	SEL SRAG EC/HRR LDRS	SRAG EC Meeting	Greenway Ballroom B	SRAG Chief	NGR 601-1	D	
1130-1330	ALL	Lunch Buffet (\$22 Inclusive-No Taxes)/Lunch	Birdie's Café/Local Area	No-Host	JTR	D	
1630-1730	Select Personnel	Promotion Ceremony for MSG Malloy to SGM	Post Oak Ballroom	SGM Wade	AR 600-8-19	D	
1730-1830	ALL	Welcome, Opening Remarks	Post Oak Ballroom	MSG Eilers,SGM Wade, COL Smith	NGR 601-1, DSMAC MOI	C	
1800-UTC	DSMAC Support Staff	Staff Close Out	Westbury	MSG Eilers	NGR 601-1, DSMAC MOI	C	
1930-UTC	ALL	No-Host Social	Black Swan	No-Host	N/A	C	
Wednesday	12-Mar						
0600-0800	ALL (Optional)	Breakfast Buffet (\$20 Inclusive-No Taxes)	Birdie's Café	No-Host	JTR	C	
0800-0815	ALL	Welcome/Announcements/Accountability	Post Oak Ballroom	COL Smith/SGM Wade	NGR 601-1, DSMAC MOI	D	
0815-0850	ALL	Marketing- National Campaign Launch	Post Oak Ballroom	MAJ Dunham	NGR 601-1, DSMAC MOI	D	
0850-0900	ALL	Break	Post Oak Ballroom	MSG Eilers	NGR 601-1, DSMAC MOI	D	
0900-0945	ALL	Applying Sports Psychology to Recruiting	Post Oak Ballroom	Dr. Jessica Garza	NGR 601-1, DSMAC MOI	D	
0945-1030	ALL	Revolutionize Your Recruiting Process w/AI	Post Oak Ballroom	Mr. Blake Anthony	NGR 601-1, DSMAC MOI	D	
1030-1040	ALL	Break	Post Oak Ballroom	SMRRP	NGR 601-1, DSMAC MOI	D	
1040-1100	ALL	M2G Program Brief	Post Oak Ballroom	SFC Dibiaso/SFC Uroza	NGR 601-1, DSMAC MOI	D	
1100-1130	ALL	RRNCO Incentives & Opportunities (RPP/SMRRP/Challenges)	Post Oak Ballroom	HRR Staff (TBD)	NGR 601-1, DSMAC MOI	D	
1130-1300	ALL	Lunch Buffet (\$22 Inclusive-No Taxes)/Lunch	Birdie's Café/Local Area	ALL	NGR 601-1, DSMAC MOI	D	
1300-1550	RRNCOs (D54/Expert 7) and their Spouses	Shapes	Constellation Ballroom	CH(MAJ) Pence	NGR 601-1, DSMAC MOI	C	
1300-1350	RRNCOs (Group A)	Perform Like a Pro (Athlete)	Greenway Ballroom A	Dr. Jessica Garza	NGR 601-1, DSMAC MOI	D	
1300-1350	RRNCOs (Group B)	Digital Storytelling	Greenway Ballroom B	SFC Butterworth	NGR 601-1, DSMAC MOI	D	
1300-1400	CDR/CSM/State Support Staff	Division Panel: RSB, ROB, Systems	Post Oak Ballroom	LTC Philson/MSG Gehres, Mr. Spencer/MSG Barton, MAJ Emberton/MSG Eisenhart	NGR 601-1, DSMAC MOI	D	
1350-1400	RRNCOs (Group A & B)	Break and Switch Rooms	Greenway Ballroom A/B	SFC Johnson		D	
1400-1450	RRNCOs (Group A)	Digital Storytelling	Greenway Ballroom A	SFC Butterworth	NGR 601-1, DSMAC MOI	D	
1400-1450	RRNCOs (Group B)	Perform Like a Pro (Athlete)	Greenway Ballroom B	Dr. Jessica Garza	NGR 601-1, DSMAC MOI	D	
1430-1500	(MC, DSMAC Support Staff)	Staff Awards Rehearsal	Midtown	CPT Gilbert/MSG Gehres	NGR 601-1, DSMAC MOI	D	
1400-1410	CDR/CSM/State Support Staff	Break	Post Oak Ballroom	MSG Eilers	NGR 601-1, DSMAC MOI	D	
1410-1550	CDR/CSM/State Support Staff	Division Panel: Enlisted Strength Maintenance, Officer Accessions, T10 LNCO/RCCC/SMTB	Post Oak Ballroom	LTC Osmolski/MSG Dade, Mr. Johns/MAJ Tillman	NGR 601-1, DSMAC MOI	D	
1450-1500	RRNCOs (Group A & B)	Break & Open Divider	Greenway Ballroom A/B	SFC Johnson	NGR 601-1, DSMAC MOI	D	
1500-1525	RRNCOs (Group A & B)	Best Practices Panel Feedback/Rollup	Greenway Ballroom A/B	MSG Eilers/MSG Chambers	NGR 601-1, DSMAC MOI	D	
1525-1550	RRNCOs (Group A & B)	RRNCO Townhall	Greenway Ballroom A/B	SGM David	NGR 601-1, DSMAC MOI	D	
1550-1600	ALL	End of Day Updates/Announcements	All Rooms	MSG Eilers	NGR 601-1, DSMAC MOI	D	
1600-1620	DSMAC Support Staff	Staff Close Out/Daily AAR	Post Oak Ballroom	MSG Eilers	NGR 601-1, DSMAC MOI	D	
1600-UTC	ALL	Personal Time	Local Area	ALL	NGR 601-1, DSMAC MOI	C	
Thursday	13-Mar						
0600-0800	ALL (Optional)	Breakfast Buffet (\$20 Inclusive-No Taxes)	Birdie's Café	No-Host	JTR	C	
0800-0850	RRNCO, EXP 7, HRR Sel. Staff, Spouses	Travel to Local Experience	Lobby	MSG Dade	NGR 601-1, DSMAC MOI	C	
0850-1200	RRNCO, EXP 7, HRR Sel. Staff, Spouses	Local Experience	Henry's Home Horse Sanctuary	MSG Dade	NGR 601-1, DSMAC MOI	C	
0830-1000	SRAG EC and R2TRAC Members	SRAG EC and R2TRAC Meeting Prep	Midtown	COL Smith	NGR 601-1, DSMAC MOI	D	
0900-1200	CDR/CSM/State Support Staff	HRR Information Fair	Post Oak Ballroom Prefunction	HRR Staff	NGR 601-1, DSMAC MOI	D	
1000-UTC	R2TRAC Members	R2TRAC Meeting	Greenway Ballroom A/B	COL Smith	NGR 601-1, DSMAC MOI	D	
1000-1200	DSMAC Support Staff	Staff Awards Rehearsal & Setup	Post Oak Ballroom	CPT Gilbert/MSG Gehres	NGR 601-1, DSMAC MOI	D	
1100-1200	DSMAC Support Staff/Pinnacle A/V	A/V Rehearsal for Banquet	Post Oak Ballroom	MSG Vinson	NGR 601-1, DSMAC MOI	D	
1200-1300	RRNCO, EXP 7, HRR Sel. Staff, Spouses	Travel to Hotel/Break	Local Area/Hotel	MSG Dade	NGR 601-1, DSMAC MOI	C	
1200-1300	ALL	Lunch Buffet (\$22 Inclusive-No Taxes)/Lunch	Birdie's Café/Local Area	ALL	NGR 601-1, DSMAC MOI	D	
1300-1430	DSMAC Support Staff, All D54 & EXP 7	Awardees Awards Rehearsal	Post Oak Ballroom	CPT Gilbert/MSG Gehres	NGR 601-1, DSMAC MOI	D/C	
1430-1530	DSMAC Support Staff	Awards Ceremony Prep	Post Oak Ballroom	CPT Gilbert/MSG Gehres	NGR 601-1, DSMAC MOI	D	
1430-1730	ALL	Personal Time	Hotel/Local Area	ALL	NGR 601-1, DSMAC MOI	C	
1730-1800	ALL	Cocktail Hour	Post Oak Ballroom	ALL	NGR 601-1, DSMAC MOI	F2/C	
1800-2100	ALL	Awards Banquet and Ceremony	Post Oak Ballroom	CPT Gilbert/MSG Gehres	NGR 601-1, DSMAC MOI	F2/C	See Below
2100-UTC	DSMAC Support Staff	Staff Close Out/Daily AAR	Westbury	MSG Eilers	NGR 601-1, DSMAC MOI	F2/D	
Friday	14-Mar						
0001-2359	ALL	Travel to Home Station	En Route	RRCs	JTR	C	

1. Attendance at scheduled training is mandatory. Absence by exemptions only.

2. Spouses traveling on ITO must attend Shapes Workshop. Absence by exemptions only.

Uniform:

D- OCPs complete

F1- As prescribed by the CDR (ASU or AGSU as issued)

F2 - As prescribed by the CDR (ASU with no headgear and bow tie, or AGSU as issued including neck tie and no headgear)

C- Civilian

MSG Tera Eilers
DSMAC NCOIC
Approve/Disapprove

COL Timothy Smith
HRR Division Chief
Approve/Disapprove