



MMA TIMES

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Rebranding the U.S. Army Marksmanship Unit: Enhancing Visibility, Lethality, and Force Readiness

Kyle A. Ward, Executive Officer

A dynamic and demanding military environment requires rapid adaptation, and innovative solutions that will improve lethality and efficiency. Additionally, current and accurate information campaigns are crucial for organizational survival. Precise communication is key to any successful organization. In 2020, the U.S. Army Marksmanship Unit (USAMU) experienced the repercussions of inadequate communication efforts when it sustained a 41% decrement to ammunition funding, endangering its mission and prompting numerous briefings to senior leaders over the following years to highlight the risks and potential long-term consequences of sustained funding reductions. After three arduous years of debate, funding was ultimately restored however, recovery efforts caused by a dearth of resources are still ongoing. Due to the long-lasting effects of constrained funding, these efforts will likely last two more years before stocks are restored to historic levels. Why did this happen? How could this occur when the USAMU consistently accomplished its assigned mission year over year, typically exceeding expectations in all measured areas? We realized we had a problem, and if left unaddressed, one that would surely result in the organization's demise.

Following funding restoration in 2024, a series of after-action meetings occurred to discuss the details of the countless engagements with Army senior leaders. The common theme that emerged from these discussions was that no one really knew what we did. Whether ill-informed, or completely uninformed, senior leaders viewed USAMU only as an Army sponsored competitive shooting team without fully realizing the greater contributions infused back into the force. USAMU's current mission is to support accessions and enhance lethality to enable the Army to win on a complex, competitive battlefield. On order, provide augmentation to overseas contingency operations. This mission statement barely differs from the unit's original purpose when it was founded in 1956, with the only addition of providing support to the Army's recruiting enterprise.

Beginning in late 2023 to present, USAMU embarked on a holistic campaign to rebrand itself. Specifically, efforts are focused towards advertising the complete story of the unit's contributions rather than focusing solely on the singular portion of its mission of competing and winning. Winning competitions are an integral part of the organization's purpose and serve as the strategic enabler for all other activities. Techniques learned in preparation for and during competitions feed into a host of doctrinal publications used throughout the Army.

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MMA President's Report



Dear Members,
Reunion time is almost here!

I hope you are planning to join your fellow MMA members in Fort Benning on October 3–4 for a reunion filled with catching up with old friends, sharing stories, and enjoying complimentary, catered meals at the Hook Range Picnic Area.

If you haven't already done so, please make plans to come and reconnect with former teammates, honor your contribution to the USAMU legacy, and make new memories together.

Registration - For planning purposes, please let me know as soon as you can whether (or not) you plan to attend the MMA Reunion and how many people will be in your party.

Name

in party

For Accommodations you may check: Abrams Hall—3 nights for \$533.52 including taxes (Military Leasure Rate) - 833-378-1697. McGiver Suites are \$135 single and \$160 double. Uchee Creek cabins are \$100 for single and \$185 for double. The number for reservations of the last two listed is 706-545-4053.

Also, please help us plan for the meals by indicating below which complimentary meals you plan to attend at the Hook Range Picnic Area. Both food and beverage will be complimentary.

Friday (Light Lunch) 11:30am – 1:00pm

Saturday (BBQ) 12:00pm – until

Please RSVP by email, or text at either of the following addresses:

Email – ron.plumb54@gmail.com

Text – 615-969-3558

Reunion Highlight - The reunion will bring together current AMU members as well as former teammates, families, and supporters to witness the unveiling of a permanent AMU exhibit in the National Infantry Museum (NIM). The exhibit will highlight years of AMU excellence and commitment and enshrine the legacy of the United States Army Marksmanship Unit at Fort Benning for years to come.

Thank you to all members and supporters who donated toward the creation of a permanent exhibit for the U.S. Army Marksmanship Unit (AMU) in the National Infantry Museum (NIM) at Fort Benning, Georgia.



Congratulations to MMA member CPT Sarah Beard, the 5th American to win the X-class aggregate at the NSRA National Championships! The other four USA winners were David Ross III 1969, Ray Carter 1977, Brad Baumeister 1979 and Eric Uptagrafft 2017. All were former members of the USAMU.

Sarah Beard was also the high shooter in the Field Marshal Earl Lord Robert's Trophy Match, although Great Britain won the team trophy. MMA member Eric Uptagrafft was the Coach of the USA team. The USA team competes every eight years in this competition at Bisley Camp, England.

USAMU Commander's Report



Fellow MMA Members,

Army Marksmanship Unit shooters just completed our annual attendance at the Civilian Marksmanship Program National Matches at Camp Perry. As expected, our shooters dominated the competition and represented the unit in a way that perfectly encapsulates why we are the premier marksmanship organization in the United States.

The ceremony began with one of our own as keynote speaker: Staff Sergeant Sagen Maddalena. Sagen spoke about her upbringing as a young shooter and how she had always looked up to the Army Marksmanship Unit and the world stage as her goal. In her mind, those two were always linked – the path to the world stage was through the AMU. The Adjutant General of Ohio was present at the ceremony, and the first shot rang true for all attendants. We could not be

prouder of Sagen for this moment and for this recognition.

Of course, the competition results speak for themselves:

For service pistol, USAMU Gold team swept the field for first place in the Gold Cup with a score of 1131-28x. For the Individual National Trophy, SFC Franks placed second with a score of 282-10x

For service rifle, SGT Zevin Linse placed 2nd in the CMP 2400 aggregate with a score of 2374-95x. USAMU dominated the 4 Man Team Match with 1st place to USAMU Fitzpatrick with a score of 1985-94x/2000-200x and 2nd place to USAMU Deal with a score of 1984-96x. SSG Jared Desrosiers took 1st place in the President's 100 with a score of 395-17x/400-20x. USAMU shooters also took 1st and 3rd place in the Hearst Doubles Team Match with SSG Bahten and SPC Kingshill taking first and SSG Desrosiers and SGT Linse taking 3rd. For the National Trophy Team Match, USAMU swept the field taking 1st place with a score of 2916-95x/3000-300x.

SPC Amber Kingshill of the Service Rifle Team also became the 2nd woman ever to win the Mountain Man Aggregate in the history of the National Matches. This aggregate is comprised of the Presidents 100, the National Trophy Individual, and the National Trophy Team match scores.

As we can see, our USAMU shooters ably demonstrated the excellence of our organization to the nation with a world class performance befitting our reputation. I could not be more proud of their achievements and am looking forward to the coming year as we continue to build the proud legacy of the AMU!

Home of Champions,

Chris

Commander

U.S. Army Marksmanship Unit

!CONGRATULATIONS AMBER!

SPC Amber Kingshill (USAMU) won the Mountain Man Trophy, with the highest aggregate from the President's, National Trophy Individual and National Trophy Team Matches. She's only the second woman in history to earn it! Julia Watson, USMC in 1996, 1998 and USMCR in 2013. The rifle award is being presented by Gary Anderson, 2 x Olympic gold medal winner and former AMU and current MMA member.



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The same marksmanship techniques honed during competition are also packaged into tailorable marksmanship courses and delivered to the force through USAMU's Mobile Training Team programs. Finally, development of fire-arms and munitions for use in competitions routinely find their way into materiel solutions for the Army. Highlighting Soldiers' accomplishments during competitions is important because it provides the credibility that enables all other unit activities. We must seize the opportunity to highlight and demonstrate how these accomplishments directly enable the broader success of the Army. Returns on investment for such a small unit, with a relatively small budget include:

- USAMU conducts over 80 tailorable, mobile training missions annually to deliver first-class, doctrinally aligned, training to 4,000 Soldiers, Sailors, Marines, and Airmen throughout the Defense Department at an average cost of \$100-200 per person trained; a feat that cannot be replicated elsewhere within DoD or the private sector.
- Through Headquarters, Department of the Army, USAMU is tasked to provide marksmanship training support during Cadet Summer Training, impacting approximately 15,000 emerging Army leaders each year.
- During the last two years, the USAMU participated in several iterations of major Army exercises with partner nations, to include: Pacific Pathways and Eagle Partner in the Indo-Pacific and Euro-Africa theaters.
- USAMU maintains continuous involvement in various doctrinal updates, including rifle, pistol, and Sniper marksmanship publications. Recently, USAMU proposed introduction of quick response codes (QR codes) into the Army's Integrated Weapons Training Strategy, marking the first time this technology has been used in doctrine. Aside from just reading text, end users can scan the codes that are linked to instructional videos; this aims to standardize doctrine, eliminate ambiguity, while saving time and resources.
- In the realm of small arms innovations, USAMU services a comprehensive list of DoD, joint, and Army research centers, continually lending expertise to force modernization initiatives. USAMU's accelerated capability of moving from concept to production have enabled Army lethality projects pertaining to the adoption of the M17 Service Pistol, the M7 Next Generation Squad Weapon System, the M250 Squad Light Machine Gun, and the Light-weight Intermediate Caliber Carbine. • Notably, the USAMU is credited with the testing and down-select of Reduced Range Ammunition (RRA) that allows emerging weapons technologies with increased range to be fired on existing small arms ranges within their prescribed surface danger zones; this alone ultimately saved the Army billions of dollars in costly range construction.
- Support to Army recruiting efforts, enabled by USAMU's competition programs, result in the generation and collection of nearly 10,000 leads for Army Recruiters, while generating an advertisement value equivalent to \$227.5 million dollars annually; exceeding the unit's annual operating costs by 28 times over each year.

To sustain and expand its impact, USAMU must continue to innovate its communication strategies, highlighting the tangible outcomes of its activities and fostering greater awareness among military leadership and the broader force. Developing targeted outreach initiatives, such as interactive demonstrations, success stories, and data-driven reports, can help illustrate how the unit's efforts translate into operational advantages, technological advancements, and force readiness. Additionally, strengthening partnerships within the Department of Defense and allied nations can amplify its influence, facilitate knowledge sharing, and create shared understanding. By maintaining a clear focus on its strategic contributions and embracing adaptive engagement methods, USAMU can ensure its vital role is recognized, supported, and integrated into the Army's broader modernization and readiness initiatives in the years to come.

In conclusion, the USAMU's recent efforts to rebrand and showcase its comprehensive contributions have proven essential in enhancing its visibility and strategic value within the Army. By effectively communicating how its competitive activities directly support doctrinal development, force modernization, and recruiting, the unit not only secures necessary funding but also reinforces its vital role in ensuring lethality and readiness on the modern battlefield. This holistic approach underscores the importance of continuous innovation, adaptable communication, and strategic storytelling in maintaining organizational resilience and relevance amid evolving military demands. Moving forward, sustained emphasis on demonstrating tangible impacts will be crucial for USAMU to secure ongoing support and to fulfill its mission of strengthening the Army's competitive edge across multiple domains.

LOS ANGELES 2028 OLYMPIC AND PARALYMPIC GAMES CONFIRMS SHOOTING VENUES AND EVENTS

COLO SPRGS, CO (Aug. 18, 2025) – The Olympic and Paralympic Games Los Angeles 2028 (LA28) have confirmed the venues and event formats for [Olympic](#) and [Paralympic](#) shooting sports. Rifle and pistol events will take place in a purpose-built indoor range at the [Long Beach Target Shooting Hall](#) which will be held in the Long Beach Convention Center. Shotgun events will be hosted in the existing shotgun facility of [Whittier Narrows Clay Shooting Center](#) in South El Monte, California.

A total of 15 Olympic events and 340 athlete quotas have been confirmed, while Shooting Para sport will see 150 athlete slots—10 fewer than in Paris 2024—as part of the International Paralympic Committee’s broader strategy to promote gender equity across the Paralympic program.

“With the events and venues now officially confirmed, the excitement is building as we look ahead to LA28,” said Kelly Reisdorf, USA Shooting CEO. “Competing in front of a home crowd is a rare and special opportunity. Our athletes are training relentlessly, and we have every confidence they’ll deliver standout performances and earn medals on home soil. We’re ready to show the world what Team USA is made of.”

Rifle and pistol events will be held in a temporary indoor range within Long Beach Target Shooting Hall, marking the first time these disciplines will take place within walking distance of other Olympic venues and events. Shotgun events will be hosted at one of Southern California’s premier shotgun ranges, conveniently located in LA County.

The Olympic program will feature Men’s and Women’s 10m Air Rifle, 50m Rifle 3 Positions, 10m Air Pistol, Skeet, and Trap. Also included are Men’s 25m Rapid Fire Pistol and Women’s 25m Pistol, along with mixed team competitions for 10m Air Rifle, 10m Air Pistol, and Trap.

Additional changes to Olympic shooting include increasing the number of athletes in the shotgun and Men’s 25m Rapid Fire Pistol finals from six to eight, and modifying the 50m Rifle 3 Positions finals to feature only the standing position. Qualification rounds for this event will still require kneeling, prone, and standing.

The mixed team finals format has also been updated to eliminate separate gold and bronze medal matches. Instead, the top four teams will advance from qualification into a single elimination-style final. The International Shooting Sports Federation (ISSF) has announced that these competition format changes will take effect beginning Jan. 1, 2026.

The LA28 Paralympic program for Shooting Para sport will include 150 athlete quota slots—a reduction of 10 from the previous Games. The IPC cited the change as part of a wider initiative to achieve gender equity across the entire Paralympic Games program. The events will be held at the same temporary indoor venue in Long Beach as the Olympic rifle and pistol competitions.

Vision impaired (VI) and Para Trap events will not be included in the LA28 Paralympic program. According to the IPC, the decision came after an extremely competitive application process. A total of 598 medal events and 4,811 athlete quota places were requested by the international federations of the 22 sports on the Paralympic program.

Bruce Meredith, MMA Historian, Retires



After 11 years of service to the MMA, COL (Ret.) Bruce Meredith is retiring as the MMA Historian. At age 88, it is time to make room for the younger members. Bruce served in the capacity of Membership Chair when CSM Bill Blankenship formed the MMA in 1994. He then served two years as Vice President, two more as President and now 4 years as Historian. A native of West Virginia, he first shot with the AMU in 1958, at Camp Perry, Ohio with the M-1 Garand, when the Service Rifle team size was over 100 strong. He was an Army shooter over the years with the International Rifle team's .22 caliber rifle and .308 Free

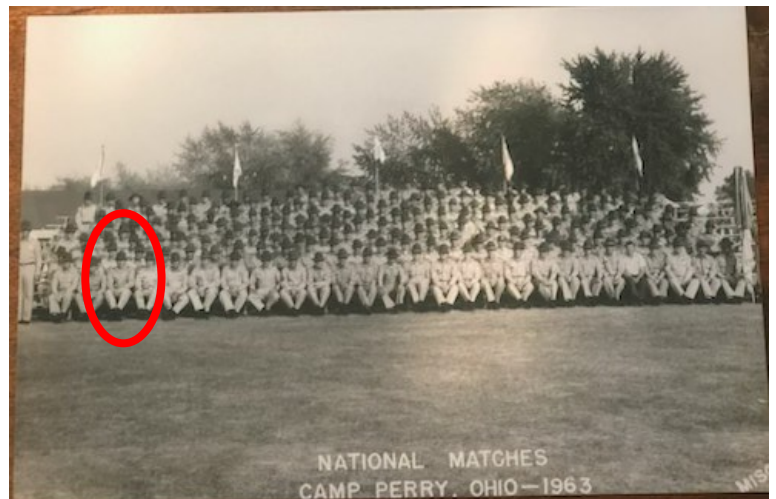
Rifle, plus the Service Rifle M-14 and .300 Win Magnum at long range. Distinguished Rifle and International, he became triple distinguished in 1983, when his Colt Gold Cup .45 hardball pistol gave up on beating him to submission. President's 100 in rifle and pistol. He has competed in 40 nations.

After Airborne and Ranger schools, he was an Air Defense Artillery officer with the Nike Hercules nuclear missiles at Fort MacArthur and Korea. When at a location with no shooting team, he stayed active by being on a post basketball team. Upon leaving eight years of active duty, he formed an International Rifle team for the USAR and ran it for 18 years. The shooters who left the active AMU came to his team, 80 in number. He is proud of the fact that he was able to keep the majority of his team members going long enough to reach 20 years of service. They are now retired and eligible for a little monthly monetary check and TRICARE for Life medical coverage, the best reward of all for old shooters.

He lives in LaGrange, GA with his wife, Marcia, and spends time on small projects on his home and rural lands. He shoots an occasional .22 pistol match. Being assigned to the AMU, and associated with the MMA, has been a privileged experience. The MMA has kept the former AMU shooters in touch with friends and introduced the current AMU members. He found that all to be a wonderful relationship and did his part to help keep the MMA a success.



1958 at Camp Perry Hut #NN8



Triple Distinguished – What is it? CMP and Ray Carter



Distinguished Badges are the highest individual awards authorized by the U. S. Government for excellence in marksmanship competition. They are awarded by the CMP in accordance with 36 USC §40722 [3] and by the respective services in accordance with service regulations. The CMP and the military commands responsible for the awarding of Distinguished Badges coordinate their respective badge regulations and the establishment of a master file of Distinguished Badge winners.

Distinguished Badge programs for military personnel are administered by the respective services in accordance with applicable service regulations.

Badge programs for civilians are administered by the CMP. The CMP issues

Distinguished Badges only to competitors who earn them according to CMP Competition Rules.

The **Distinguished Rifleman Badge** and the **Distinguished Pistol Shot Badge** were created by the War Department in 1884 and 1891 respectively to recognize and reward members of the US Army for Excellence-in-Competition (EIC) with the service rifle and service pistol. Other Services of the Armed Forces adopted a similar program about the same time and in 1926 civilians were authorized to participate in the program.

In 1963, the **US Distinguished International Shooter Badge** was created and the Badge #1 was presented to Gary L. Anderson by President John F. Kennedy in 1963 at the White House.

In 2015, the CMP introduced the **Distinguished .22 Rimfire Pistol Badge**. The CMP also administers the **Junior Air Rifle Distinguished Badge**.

In 2019, the CMP introduced the **Distinguished Marksman Badge**. This allows competitors with a permanent disability or impairment that requires the use of adaptive firing positions, equipment or techniques and who is approved by the CMP in accordance with Rule 2.5.2 a) is eligible to compete to earn EIC credit points that count towards the awarding of the Distinguished Marksman Badge.

In 2020, the CMP introduced two Distinguished Smallbore Badges: the **Distinguished Smallbore Rifle Three-Position Badge**, and the **Distinguished Smallbore Rifle Prone Badge**.

In 2022, the CMP introduced three new Distinguished Badges: the **Distinguished Service Revolver Badge**, the **Distinguished Air Rifle Badge** and the **Distinguished Air Pistol Badge**.

While there are now 11 Distinguished badges awarded by the Civilian Marksmanship Program (CMP) and the Armed Services, traditionally becoming “Triple Distinguished” means having earned the Distinguished Rifleman Badge (Service Rifle), the Distinguished Pistol Shot Badge (Service Pistol), and the Distinguished International Shooter Badge (International Rifle, International Pistol, International Shotgun and Moving Target) rather than having earned any three Distinguished Badges.

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Membership Report As of August 2025

ANNUAL	83
LIFE	145
TOTAL w/ o Expired	228

If you know anyone out there that has ever shot with the AMU or any of the Army Teams, point them in this direction!

<u>Name</u>	<u>Affiliation</u>	<u>Rifle</u>	<u>Pistol</u>	<u>Int'l</u>
Calvin A Lloyd	USMC	1911	1912	1921
Morris Fisher	USMC	1916	1923	1920
BG Sidney R. Hinds, Sr	USA	1923	1922	1924
BG George A. Rehm	USA	1923	1922	1924
Henry M. Bailey	USMC	1929	1921	1924
Emmot O. Swanson	USMC	1931	1940	1930
Walter Walsh	USMC	1935	1935	1952
Walter L. Devine	USMC	1938	1947	1950
Thomas Mitchell	USMC	1938	1939	1954
Philip Roettlinger	USMC	1952	1947	1954
John Jagoda	USMC	1950	1948	1955
William A. Blankenship, Jr	USA	1954	1955	1962
William W. McMillan	USMC	1954	1950	1962
James Carter	USA/USAR	1960	1962	1959
William Mellon	USAF	1961	1956	1963
Frederick P. Dean	USA	1961	1962	1966
Barbara Hile	USA	1964	1971	1970
Herbert B. Delong III	USN	1970	1964	1971
Hezekiah L. Clark, Jr	USA	1970	1967	1971
Arnold Vitarbo	USMC, USAF	1972	1962	1967
Joseph J. Witherell	USN	1970	1963	1975
Darius Young	CIV	1964	1964	1977
Rhody Nornburg	USAF	1977	1967	1967
David I. Boyd, II	USMC	1970	1978	1963
Webster Wright, Jr	USN	1965	1983	1977
Mark J. Willis	USMC	1982	1981	1977
Bruce A. Meredith	USA/USAR	1965	1983	1967
James Hill	USMC	1956	1986	1960
Kenneth Buster	ARNG	1988	1970	1977
Stephen Goff	USA/ARNG	1983	1992	1990
Randy Stewart	USA/ARNG	1980	1993	1981
Arlie Osborne	USMC	1983	1993	1985
Melvin Makin	USAR	1996	1974	1975
Carl Guenther	USA/CIV	1964	1997	1975
Lance Dement	USA	1991	1995	1997
Steve Reiter	USAR	1998	1972	1973
Michael Johnson	ARNG/USA	1989	2001	1994
Rhonda Barush Bright	USA/USAR	1996	2006	1997
Ben Amonette	USAR	2008	1980	1985
Keith Sanderson	USA	2009	1997	2006
John Bickar	Civilian	2018	1993	2001
Thomas Mowrer	USAR	2005	2013	2018
Brad Balsley	USA	2018	2012	2015