

Sgt. David Hack is Famous for Unconventional Approach

by Ray Lambert

Staff Sgt. David Denton Hack, the top Army recruiter in the nation, doesn't fit anyone's stereotype of an army recruiter. Sgt. Hack spoke to students at OSU on Tuesday, Nov. 14 in the lounge and The Option office, giving a good first impression in his "Sgt. Hack wants you" T-shirt, bellbottoms and red-white and blue shoes.

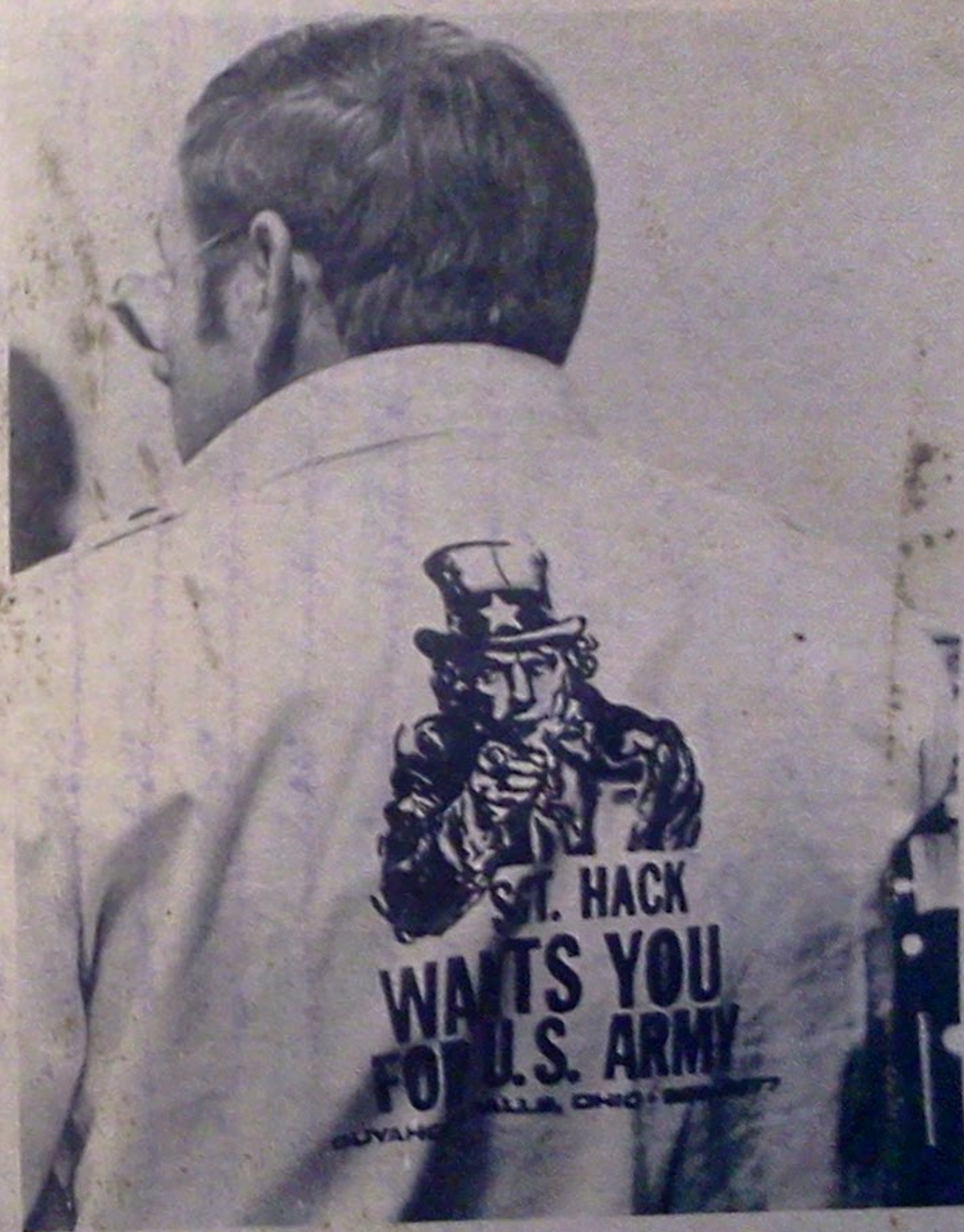
Sgt. Hack, who is the recruiter for Cuyahoga Falls, Ohio, gained nationwide fame when he began using gimmicks such as a '60 Corvette and an Army Jeep painted with the Sgt. Hack wants you slogan and Uncle Sam pictures plus Sgt. Hack T-shirts which he hands out to students and friends. Hack has appeared on the Morning Exchange show, talk shows in Florida and Texas, and Hugh O'Brian is doing a documentary film on him. He also expects to be invited to appear on Johnny Carson's show soon.

Despite his unconventional approach, students soon found that Sgt. Hack is very serious about his work. When asked if Army conditions have improved in the last few years, the sergeant replied "Yes, it's a lot better. There is increased pay and allowances, better quarters and living conditions, improved leadership, more dynamic training and more of a human element. . . we don't pass out Crest or kiss you good-

night, but it is better. There are improved assignment opportunities — and this is no recruiting, this is a fact, babe - a guy can walk in, say where he wants to go to boot camp, and they'll send him there. You can go where you want for 16 months if you make sure it's in writing. You have the opportunity also to qualify for promotions, and that's a biggie. Plus free medical care, travel, time to attain maturity, make some money, and serve your country, too."

Sgt. Hack says that the Army's goal is to attain a high degree of quality and professionalism. "Today's serviceman is no longer the dude we all pictured. The "society reject" soldier doesn't exist, because the Army is not a haven for society's misfits," he said. "If a guy isn't a high school graduate, it will be awful damned hard for him to exist in the army, because we are striving for a professional quality. You have to stay in good shape, too. Service life won't hurt anyone, it's what you make it out to be. There are personality clashes and sometimes a lack of communication, and some authorities are bound to give you a few bumps because you don't conform to their ideas and they don't conform to yours, but basically it's great."

Sgt. Hack feels that Army educational opportunities are



Sgt. David Hack, of Cuyahoga Falls, Ohio, wears an unconventional jacket during all appearances on college campuses.

photo by Randy Becker