



DEPARTMENT OF THE ARMY  
OFFICE OF THE ASSISTANT SECRETARY  
MANPOWER AND RESERVE AFFAIRS  
111 ARMY PENTAGON  
WASHINGTON, DC 20310-0111

DEC 05 2011

Ms. Barbara Gentry  
President USAA Educational Foundation  
9800 Fredericksburg Road, D3E  
San Antonio, Texas 78288-0026

Dear Ms. Gentry:

This letter is in response to your letter, dated June 29, 2011, requesting that the Department of the Army grant the USAA Educational Foundation approval to provide financial information and presentations to personnel assigned to Army installations. In accordance with the provisions of Department of Defense Instruction 1344.07, Personal Commercial Solicitation on DoD Installations, I grant permission for the USAA Educational Foundation to conduct such training under the following conditions:

- All material, to include brochures and PowerPoint presentations, used to provide financial information or education must include a prominently displayed disclosure, which provides that: "Advertisements, promotions, statements and logos are those of the USAA Educational Foundation. The United States Army neither states nor implies any endorsement, association or recommendation with regard to this organization."
- Although brochures may contain the USAA Educational Foundation Logo, PowerPoint presentations may not.
- Presentations shall only be conducted at the express invitation of the installation commander. The USAA Educational Foundation may not contact installations commanders, unless first requested by the installation commander to provide financial education.
- Educators from the USAA Educational Foundation may not endorse any product, service, or enterprise in its presentations or materials.

We appreciate your interest in assisting the Department of the Army in providing educational programs to our Soldiers and their family members. If you have any questions, my point of contact is Denise Hunter, who may be reached at 703-971-3145 or via email at [denise.hunter@us.army.mil](mailto:denise.hunter@us.army.mil).

Sincerely,

Thomas R. Lamont  
Assistant Secretary of the Army  
(Manpower and Reserve Affairs)

Enclosure