

Borne the Battle

Episode # 191

Brian Marren, Human Behavior Pattern Recognition Expert

<https://www.blogs.va.gov/VAntage/73962/borne-battle-191-brian-marren-human-behavior-pattern-recognition-expert/>

(Text Transcript Follows)

[00:00:00] Music

[00:00:11] OPENING MONOLOGUE:

Tanner Iskra (TI): Oh, let's get it. Monday, April 20th, 2020. *Borne the Battle*. Brought to you by the Department of Veterans Affairs. The podcast that focuses on inspiring veteran stories and puts a highlight on important resources, offices, and benefits for our veterans. I am your host, Marine Corps veteran Tanner Iskra. Hope everyone had a great week outside of podcast land. Make sure to get out and get some exercise, get some sun during this extended period of bunker time. And if you're a new listener due to the VA's new email campaign, welcome. Stay a while and listen, and if you get that reference, you and I played the same video games as kids. And if you like what you're hearing, please subscribe and leave a review. Those reviews go a long way to pushing up this info in the iTunes algorithms, so this podcast and the info and the stories in it can get in front of even more veterans. And before we get into news releases, did you know if you go into a local community health care provider without the approval from the VA, you will likely get a bill for that care because it wasn't authorized? However, it is the VA's goal to provide eligible veterans with care they deserve when and where they need it. VA's partnership with local providers or community care allows us to do this. You've probably heard of the MISSION Act. I've talked about it extensively on this podcast. Which established and defined community care eligibility criteria for veterans. What are the eligibility requirements you may ask? They are: you may be eligible for community care if you need a service that is not available at VA, you reside in a US state or territory without a full service VA medical facility, your VA clinician determines it's in your best interest to see a community provider, you need care from a VA medical service that VA determines is not providing care that complies with VA's quality standards, you meet the wait time access standards for an appointment at the VA medical facility or if you meet the average

drive time access standards for an appointment at a VA medical facility. Again, as you know, I recently did the, uh, my physical therapy using community care, and I use the average drive time access standards. You are also available until June 1st, 2020 if you received care under the Veteran's Choice Program and still meet its distance criteria. VA makes all determinations for community care eligibility. So, if you're interested, talk to your care team to see if you're eligible. And as the country battles COVID-19 many community care providers have different policies and procedures to ensure the health of their patients. Telehealth and telemedicine allow veterans the option to still see their provider without risk of exposure. For more information about community care eligibility, go to www.va.gov [Link] or call MY-VA 311. That's 1-844-696-2311 or call your local VA medical center.

In addition, I wanted to pass on a note from our friends over at the Small Business Administration. It says the SBA is committed to supporting all small businesses through the uncertainty of the COVID-19 pandemic. And the SBA Office of Veterans Business Development is working to continue to provide information on guidance and assistance for veterans and all military spouse small business owners. To keep small business owners informed, SBA regional and district offices are hosting free daily webinars to discuss the latest COVID-19 updates and resources available for small businesses. To find your local SBA office visit sba.gov/tools/local-assistance [Link: <https://www.sba.gov/local-assistance/find/>]. You can also subscribe to the SBA email updates directly on the sba.gov website to stay connected. For more information or to learn more about SBA's COVID-19 funding relief options and guidance for small businesses, visit sba.gov/coronavirus [Link: <https://www.sba.gov/page/coronavirus-covid-19-small-business-guidance-loan-resources>]

Okay, three news releases this week. First one says for immediate release VA's Disaster Emergency Personnel system provides surge support to combat COVID-19. The Department of Veterans Affairs began shifting medical personnel recently with the first employees arriving to support efforts in New Orleans, Louisiana, one of the hardest hit areas impacted by COVID-19. Through VA's Disaster Emergency Medical Personnel system, medical personnel's are deployed as VA continues to solicit fully credentialed volunteers from within its workforce to reinforce staffing levels in New Orleans. Internally, VA is currently seeking personnel with intensive care unit and medical or surgical ward experience as well as biomedical technicians with expertise using ventilators and other personnel to support Southwest Louisiana Veterans' Healthcare System's

response to COVID-19. This is a normal and routine part of VA's response to both local and national disasters, hurricanes, tornadoes, et cetera. In addition, VA has been working to shift most outpatient care to telehealth operations and has postponed the majority of elective and non-emergent procedures. This minimizes the risk of infection, allows veterans to receive care through minimal contact with staff, saves time, and reduces the consumption of personal protective equipment. Reduces the stress on that whole logistics chain.

Okay, and the next one, we actually kind of mentioned this in one of our COVID updates. Our- our bonus episode. We interviewed a couple of the directors from VA Vet Centers that are currently mobilized. Says for immediate release, VA virtual mental healthcare is on the rise amid COVID-19. VA staff data shows a dramatic jump in virtual mental health care services in March. A sign veterans are successfully accessing care despite the challenges the pandemic has presented. VA video connect allows veterans to consult with their healthcare provider via their compute, tablet, or phone. Also, during March, mental health care providers completed more than 34,000 appointments with veterans using VA video connect. An increase of 70 percent from the 20,000 appointments made in February before the pandemic. Telehealth group therapy conducted more than 2,700 visits in March, a jump of more than 200 percent from the prior month. Mental health care and consultation delivered by phone rose to more than 154,000 appointments in March. Up 280 percent from the 40,000 appointments in February. Vet Centers across the nation held more than 47,000 virtual appointments in March, a 200 percent increase from February, and of course, we had the two mobilized ones, one in- that we interviewed in New Orleans and, New York in our previous episode. These counseling sessions dealt with mental health issues. Veterans interested in learning more about scheduling a telehealth appointment can read the latest VA information about Coronavirus and mental health at [va.gov/coronavirus-veteran-frequently-asked-questions](https://www.va.gov/coronavirus-veteran-frequently-asked-questions/) [Link: <https://www.va.gov/coronavirus-veteran-frequently-asked-questions/>] . And for those looking for more information on their nearest facility, you can find that information at [va.gov/find-locations](https://www.va.gov/find-locations/) [Link: <https://www.va.gov/find-locations/>]. And as always for veterans who are in crisis, help is available at the Veteran's Crisis Line at 1-800-273-8255.

Okay, and finally for immediate release, VA mobilizes 3-D printing resources nationwide to fight COVID-19. In an effort to help meet the growing demand, the US Department of Veterans Affairs activated its 3-D

printing network in late March to test 3D designs of medical equipment used by the nation's healthcare providers to combat the COVID-19 pandemic. VA is standing with the U. S. Food and Drug Administration, the National Institute of Health, and innovators across the globe using 3-D printing technology to prototype medical supplies, including customized personal protective equipment, like face shields, masks, and ventilators. Developing 3-D masks and other critical PPE supplies bolsters the nations fight against COVID-19. It also supports VA's fourth mission to provide backup assistance to the country's public healthcare systems during times of crisis. VA's 3-D printing initiative, based in VA Puget Sound healthcare system up in Seattle, grew out of the efforts of local VA clinical innovators, and now includes 33 sites exploring a wide range of clinical applications. This includes a pre-surgical planning, orthotics, and prosthetics, assistive technology, dental applications, bioprinting, and now rapid prototyping and testing in response to COVID-19. Those 3-D printers are- at the VA are great, last summer I went down to Richmond VA. Which is one of those 33 sites to do a video about the VA Assistive Technology Program. Do the kinda sorta hype video, and how they utilize 3-D printing. And I think that's on VA's Facebook and YouTube channels. They were doing some wicked stuff then, and it's great to hear them pivot to fight the current issue at hand. So, shout out to Richmond VA and all of the 3-D printing being done out there.

Alright, so with everything going on, I thought it would be a great time to bring you this week's episode. He is a former Marine Corps scout sniper with multiple deployments to Al Anbar province in Iraq. He's a high threat protection security professional and a Department of Defense recognized subject matter expert on human behavior pattern recognition and analysis. For the past 16 years, he's consulted for tier one military units, fortune 500 companies, schools, hospitals, churches as well as local, state, and federal law enforcement agencies. Currently he is the vice president of operations for Arcadia Conger- Cognerati. I hope I said that, right. A service provider specializing in assessing, developing, and conducting training and education to address urgent safety and security needs in some of the most challenging environments in the world. What is human pattern recognition and analysis? You're about to find out. It's fascinating stuff. So, without further ado. I give to you, Marine Corps veteran, Brian Marren. Enjoy.

[00:10:22] Music

[00:10:31] Interview:

(TI): I- I really appreciate you being as persistent as you were. So, how did you find the show?

Brian Marren (BM): I'd seen it on LinkedIn or something, I saw it, and I was like, oh. I checked it out, and then, uh, you had guys on- I listened to a couple episodes a while back. You had guys on from like the Smokepit podcast, and stuff, and then, it was just funny- in the last few days. I was like, okay well I want to listen to another one, make sure I get a good feel for the show. So, of course, I go through and I'm picking and like, oh, well, I gotta get to listen to Dale Dye, because he's Dale Dye, like, you know.

(TI): Right?

(BM): So, I was actually- just listened to that one. I, uh, yesterday and parts-parts of it, actually this morning, going to the gym. It was just funny because I was like, he's- he's the man. That's Dale Dye, you know what I mean?

(TI): If you're a Marine- if you're a Marine, you know Dale Dye, and you're like, okay- when I- when I took this podcast from the previous host, when he moved on, went to National Cemetery, one of my goals was Dale Dye, you know? It was like—

(BM): Of course.

(TI): Dale Dye, gotta get him on the show. So—

(BM): Yeah, well I listened to the story, how you got him on, too, so it was kind of funny.

(TI): Yeah. Just- just the- just the happenstance of being in the right truck at the right time, I guess.

(BM): Yeah, exactly.

(TI): So, I also did my research when you started hitting me up on LinkedIn about what- kind of what you do and where you've been-

(BM): Mhmm.

(TI): And I listened to your episode on the Mentors for Military podcast—

(BM): Oh, that was a good one, yeah.

(TI): And that's where I heard about your involvement with Carry the Load.

(BM): Yeah.

(TI): And when you went to go clean the headstones on September 11.

(BM): Yeah.

(TI): Uhm, you know, we've had a couple episodes with veterans that founded Carry the Load, Todd Boeding and Stephen Holley—

(BM): Mmhmm.

(TI): Both in our archives. Talk to me about that experience on 9/11 with Carry the Load. What cemetery did you go to? What was it like to spend 9/11 in that way?

(BM): Yeah, so, it was- one, it's just a cool idea, right? So, hey, we're gonna get some people together, we're gonna go to national cemeteries all over the U.S., I did it here in- I'm out in San Diego, so I did it at Miramar. And, you know, we're just gonna go out and clean headstones. And those little things like that are so cool to me, because you're- you're paying it back, you know. We- a lot of people, you know, die serving their country, community, city. And, you know, those names and stuff can be forgotten. So, you don't want to because then you- the lesson doesn't get carried forward if you don't remember them, right?

(TI): Absolutely.

(BM): So, something as simple as going back, and we're just gonna clean up, like, it just preserves their memory. So, it's- it's just so cool, and- and, you know, it was like a gray morning at first out there, 9/11, out here at Miramar.

(TI): Yeah.

(BM): And, you had all these volunteers that- that had come out that Carry the Load had organized, and you'd- different corporate sponsorships that came out. And I just gave a brief talk, you know, about what it means and- and, you know, my big thing is, you always got to- you got to do two things. You've got to pay it forward, and you've got to pay it back. Because someone went before you and paved the way for you. And- and learned lessons the hard way for you, right? So- so, you know, whatever that is, we now know things because people died before in the past. So, you've got to pay it back to them. And, you know, obviously pay it

forward to that next generation of folks. But this is one way to pay it back. And I just think it's- it's such a cool concept, and people came out, and what was amazing is seeing a lot of people that were there were just like, you know, different, like I said, worked for Chase Bank or something, you know what I mean? And they have volunteer stuff that they do, they came out, so, no military or, you know, even law enforcement or first responder affiliation for a lot of these people. And they still came out, and so, it was a big experience for them, and talking to them they're like, wow, this was like- we don't- this kind of stuff doesn't affect our lives much, other than what we see on the news, and we pay taxes that fund this stuff.

(TI): Yeah.

(BM): But this was their point to get involved, and getting involved that way, I think, is such a great way. And it- you know, puts everything in reflection for you. It's like a, you know, not only just remembering them, but going, hey, this is what's important. People sacrificed for this amazing life that we have. Let's not forget them. And I- you know, it was really cool, and it was emotional being out there.

(TI): Yeah.

(BM): I'm horrible in cemeteries any way, like it's just- I get very like, you know—

(TI): Yeah, yeah.

(BM): Because those wounds kind of open back up again. Which is good, it's good to feel that you know what I mean. It really is. If you have- you've got to have the right mindset about it, but it's good to have that experience and feel that kind of pain again and remember your friends that- that were lost that went before you. So, it was an incredible event.

(TI): I- I think, you know, you talk about people that aren't affiliated with the Department of Defense or military or, you know, going out and doing something like that—

(BM): Yes.

(TI): Kind of restores your faith, a little bit as a veteran, you know? Like, okay, people do recognize what's going on here.

(BM): There- there's a lot of people out there that really do. And that's what people forget. And I hear, you know, a lot of veterans sometimes going,

oh, well, you know, no one cares about this or let's get- veterans need support or help. Like, yeah, yeah, no, that- that's true. But there are a lot of people out there who really care, and who- but don't have a family member that served and aren't connected or affiliated in any way. And like, they really do legitimately care. So- so you can't forget that. And, you know, you've got to get those people on board man and build that community.

(TI): And it's cool to go to things like that and- and, you know, see a headstone that maybe hasn't been visited in years—

(BM): Yeah, yeah.

(TI): And you can, you know, I had a previous guest, Wayne Hanson. He was the director- the chairman of the board of directors of Wreaths Across America, you know—

(BM): Okay, yeah.

(TI): He talks about dying that final time when people forget your name. So, it gives you a chance to maybe say a name that hasn't been said in years, and kind of breathe life into that name again, you know. It's kind of cool.

(BM): It is. And it's almost like the names never really change from one war to the next, you know. I mean you see the headstones of some of the last names are literally the same, no relation, but you're just like, wow, this is another generation that- that sacrificed. And it's just cool. It's just a little gesture like that, I mean, really goes a long way.

(TI): Yeah, it's cool. I'm glad you got a chance to go do something like that. So, I also noticed that you're a fellow graduate of Arizona State University. Fellow Sun Devil.

(BM): Yeah. Oh, are you? I didn't know you were, as well.

(TI): Yep, yep. Did, uh, did the online thing right when I got out in 2015 when I was still- had a full-time gig at a different company. Uhm—

(BM): Yep, same- same here. I started actually before I went into the Marine Corps at the University of Iowa, but it didn't work out well for me [Laughter].

(TI): [Laughter]

(BM): Well, I shouldn't say that. It's just- 9/11 happened when I was a freshman, and I was like, well, I know what I'm going to do. And, so, I stuck it out for a little while, but it didn't work. But yeah. I did the Arizona State, as well, yeah.

(TI): Very cool. Did you also do it with your GI Bill?

(BM): Uh, yeah. So- so I used the GI Bill, which is great, it worked out well for me there. And I, uh, yeah, I did political science because I really can't stand politics that much, so I figured it would really keep my attention. And, it was good because you hear so much, like I just wanted to study it, because, you know, you hear stuff on the news, and you watch one news channel it says one things, you watch another one it says another thing.

(TI): Absolutely.

(BM): And you get all this, like, well what does this really mean? And when you start studying it, and I was also just very fascinated with the historical aspect and geopolitics, obviously, serving in Iraq and going to Afghanistan, all these different places. You're like, okay, what does this all mean? And when you get down to it, you're like, oh, okay, this is a little bit more complicated than what people are making it out to be, especially what politicians are making it out to be.

(TI): Oh, 100 percent.

(BM): And you're like, well, wait a minute, this is more of a- what was a conservative ideal is now a liberal one, and what was a liberal ideology is now a conservative, you know, it's weird how they flip flop kind of back and forth, and you're like, okay. It is just interesting, and that's why I liked it.

(TI): Got you. So that's kind of a similar, so I did mass communications and media studies.

(BM): Yeah.

(TI): And for me it's interesting to study the news from a journalistic sense, and- and see the today's news cycle on how everything's covered. I don't know, it's kind of interesting that we're both looking at- we've got different degrees, but we're both looking at the same material from different perspectives.

(BM): Yeah, no. And those things- yeah, it's, I think like, I look at it right now is we're kind of in this weird- not weird, in another phase where we're

trying to figure things out, right? We have so much information and so much communication coming at us from so many different angles, and different opinions and one saying, “Well that’s not true” and another person saying, “No, this isn’t true.” And so, I think we’re just kind of like figuring it out. Well, where- where does this all fit in and we also have access to so much more information, now, too. So, it’s kind of an interesting time, I think.

(TI): That’s why I like doing this show, because, as long as my focus is on the veteran, like on the veteran community—

(BM): Yeah.

(TI): Nothing else matters.

(BM): Well, and this is the only way you actually get any information is- you can’t get it in a 30 or 90 second blurb or five minute segment on a news show with six people on the screen yelling at each other. You gotta sit down with one other person, they have to explain, this is what I think, this is what I believe, this is what it is, and it takes time. I mean, it really- it takes a while.

(TI): One hundred percent, one hundred percent. Speaking of getting information- was it- so you went to Iowa State before joining the Marine Corps, or Iowa—

(BM): Yeah, University of Iowa, yeah.

(TI): Was it easy to transfer your credits from Iowa to Arizona State through the GI Bill and through the online process?

(BM): Yeah, it wasn’t- it wasn’t that bad. Some stuff didn’t kind of transfer, but then, like, I did some credit for like military stuff, too. So, that was—

(TI): Yeah.

(BM): So, I did it a while- I did it, that was like 2010, maybe. So, Arizona State was like kind of one of the first ones really out there with kind of a robust online program. They were pushing- they were ahead of a lot of other schools. Because now everyone does it. Yeah, so they had a good system already, they had their online- I mean because I was doing courses when I was deployed, I was doing all over the world. And, still able to get everything- which got tough, sometimes, obviously. But- but yeah, I mean they had a good program going, and I had a great experience with it. I think the online thing is obviously it’s where everything is going, because

all- every major school has something. You know, that's a great program for people who work full-time, who can't go to a class, who can't, you know, who have crazy job- work hours, to still continue that process.

(TI): Yeah.

(BM): And I had a great experience with it.

(TI): And I- I mean I like the fact that you could be a sun devil, too, when you graduated. It wasn't like some kind of online offshoot—

(BM): Yeah.

(TI): It was—

(BM): Yeah.

(TI): So, let's talk about when- when you were deployed. You know, scout sniper. When and why did you join the Marine Corps in the first place?

(BM): Yeah, so, I was- always since a little kid, you know, something- you know a lot of people grow up playing cops and robbers, wanting to, you know, play military guy, get into all that stuff. And it just, you know, never grew old with me. My dad was a Vietnam vet, he was in- like, '67-'68, that timeframe in Vietnam.

(TI): Yeah.

(BM): And, so, not that he- it's funny because he never really talked about it much. He obviously had a different experience than veterans get to have today. So, he didn't really talk about it a whole lot, because he was injured over there, he was hurt pretty bad, had to kind of relearn how to walk again, and then he got booted out of a hospital- addicted to pain killers, basically, had to rebuild his life, and, he's very successful, but it took a long time. And so, he didn't get that- he didn't have that community back then. But- but, you know—

(TI): Yeah.

(BM): It was funny, because, you know, he's like, well I never raised you to be, you know, rough, Semper Fi. I was like, "Dad, when we were- I was six years old, I had to- I had a certain amount of pushups, sit ups, I had to do the full splits and touch my chest to the ground, before I could open my Christmas presents." And he's like—

(TI): You're like, liar! Liar!

(BM): And so, it was funny is because I- you know, you grow up that way, so I think that's normal. So, when I went into even bootcamp in the Marine Corps, I was like, oh, I've been doing- I've been getting yelled at like this my whole life, this ain't no thing. And so, it's kind of- it's kind of funny. I was like, you played the victory at sea soundtrack, which is the old 1940s-50s, like, Naval ship stuff, like, what did you think would happen? Like, I could do pull ups at six. And it was kind of funny. But so, I had that—

(TI): I think it's funny that he said that, and you're like, okay, dad, rewind this.

(BM): Oh, he's- has no- yeah, it's hilarious. He's like, oh, I never knew that would happen. I was like, okay, alright. So, I was like, you had me in martial arts like hardcore by six year's old. Like, what did you expect? So yeah—

(TI): Very good.

(BM): Fast forward that to- I was in, you know, I kind of wanted to go into the Marine Corps and my parents had worked really hard during my life and were like, hey, look, you do what you want when you're 18, obviously. But like, we want you to- like we saved money to help you with school, we'd like you to do that and at least try it, and I was like, okay. And so, I went to college for a little bit, and then obviously it was my freshman year when 9/11 happened, and I was like, well what the- what the heck is this? And, so, I kind of had that passion, desire, I was kind of torn when I was there. I stayed, I finished two years, and then that was it. I was like, I can't. Like, I want to- you know, it was funny. Because at the time, I'm like, well what if I miss a chance to- to go to war. Now, had I really, looking big picture, I probably would have just finished college and then gone. There was plenty of war to be had, I guess.

(TI): No kidding.

(BM): But it was that- part of it was just that excitement, and wanted to go test yourself and see, and like, hey, you know, I'd see that, you know, you watch news clips and read stories, and you're like, hey, I want to go do that. And I want to know what that's like and that's why I enlisted.

(TI): You don't want to be left out.

(BM): Yeah. And it was pretty easy for the recruiter, I walked in and was like, hey, I want to go in the Marine Corps, this is kind of what I want to do. And they were like, okay, well you've got to take this test and stuff, and I was like, okay, well—and the one guy was like a sniper and he had a

photo, I was like, hey, that looks really cool, I want to do that, jump out of planes and stuff. He's like, "Oh, okay," you know, that kind of just started the process. But I was like, yeah, when can we go? I'm ready to go. And they were like, oh, well normally like this takes a while, we have something called delayed entry program. I was like, yeah, but, you know, school year's done, man. I got a job right now, but I need to get going on this [Laughter] and they were like, okay. Come on in. So, it was pretty easy.

(TI): [Laughter] That's awesome. What drew you to sniper school?

(BM): So, I did- I did my first deployment as a grunt in 2-5- I was in Echo 2-5 in Ramadi in 2004-2005 timeframe. And—

(TI): Okay.

(BM): That was, uh, I mean a brutal, brutal deployment.

(TI): Yeah.

(BM): That was when, uh, it was really, one, we were still trying to figure out what kind of fight we were involved in, like what- what is going on here?

(TI): Yeah.

(BM): Two, we didn't have, you know, the support, the training, the equipment to handle the stuff. And then, three, it was just, I mean, that was when the insurgency was the wild west out there at the time. And- and—

(TI): Yeah.

(BM): So, you had a lot of fighting, commanders are trying to figure it out as you're, you know, you call it building the airplane in flight, and that's what we were doing at the time. And, you know, I watched some of my friends die, and it was just a brutal, brutal time. And, you know, what I was drawn to about the sniper thing was, like, you know, this is a chaotic, urban environment. You know, you're getting shot at, you don't always know where it's from, then you're shooting at people and there's families right there, and like, I like the idea of- of, one, being able to have that capability of being a sniper, I just thought that was the coolest thing ever. And two, like, you have a little bit different perspective of the battlefield sometimes and your mission's a little bit different. And, it just seemed, I mean, just like anything else, like, hey, that seems really cool, let me go do that. And that's kind of how- how it started. So, I- I went, then, after my first deployment, went over and took a screening and went through a

workup process and got a seat for school and all that, in between my first and second deployment, and that was a whole long, long horrible, horrible [Laughter] process of rucking over every ridgeline on Camp Pendleton, going days without sleep and food and just miserable, hating life. It- it was absolutely hilarious, that's what drew me to it. But like, that was a tough time, it was fun, though.

(TI): So, your bio said multiple deployments to Al Anbar, so how many?

(BM): Yeah, so- so two. I did another Ramadi deployment in 2007.

(TI): Okay.

(BM): So, as- as a sniper team leader. In between those two I did a MEU, 31st MEU and went all over, you know, went to Okinawa. Got to go through some cool SOTG courses and do all kinds of stuff and this big- big, long training, basically. And then we started our work up and went back to Ramadi. Which was, uhm, it was a different time, then. It was a different battle. Like, things had gotten a lot better, which—

(TI): Yeah.

(BM): I think, looking back on that experience, it was, uh, it was interesting. It was almost like, I think a lot of us- a lot of us went back- had gone on the first deployment, were now on this second deployment to the same city. And I think it was almost, didn't know it at the time, but looking back, it was almost like I- I think that was the equivalent of- of tens of thousands dollars of therapy, you know what I mean? Because- and what I mean by that is that we got to go back and things were better. And so we got to see, like, all that sacrifice and—

(TI): Oh, wow.

(BM): All that hard work we did on our first deployment, hey man, this city's still rough and tumble, and it looked like hell a couple years later. I mean it looked- the city was just decrepit, but- but the security situation was better, and people were out in the streets, and people had jobs, and there was a local pol- and you're just like, wow, okay. That- that meant something what we did. That first deployment meant something. And, so, it was really, really cool to see that. To go, alright, like, all that sacrifice, all that hard work that Marines have been dying in the streets, you know, here in this town for how many years now. It's starting to pay.

(TI): So, it's funny how, you know, streams cross and worlds collide a little bit. You were- so, you know, between your first deployment and second deployment, I was there at Al-Asad —

(BM): Okay.

(TI): From- and- from '05 to '06.

(BM): Okay, yeah.

(TI): And I- I was just, upfront, man, I was in a S-2, just giving briefs on what-how the battle was shaping.

(BM): Yeah, that's- that's a great perspective to have, though, to know, big picture—

(TI): As a lance corporal, I was briefing, you know, they didn't trust the captain [Laughter]

(BM): [Laughter] yeah.

(TI): And I- at that time I was an admin guy and they threw in an S-2, too, so that wasn't even my MOS.

(BM): Oh, geez.

(TI): So—

(BM): Oh, man.

(TI): And they're like, here- here's this, uh, there's the SIPRNet, this is what's called the SIPRNet, and this is what—

(BM): Yeah.

(TI): You know, I can't remember if it was like bluef- blue- I can't rem- blue force tracker, something like that.

(BM): Yep, yep, yep.

(TI): Having to make PowerPoints and stuff. It was interesting. Very interesting for a 19-year-old kid to do this. And—

(BM): Oh, yeah.

(TI): But it's, you know, I think it was probably the same time that you were going through scout sniper school, and between your deployments—

(BM): Yeah.

(TI): I literally saw the dif- like, everything decrease, over a year.

(BM): Yeah.

(TI): You know, between- when I first got there, it was like, hey, this many attacks on bronze, this many attacks on orange, this many attack on the ASRs and MSRs, and- and to see at a year later, it was like, hey, half or less than half.

(BM): Yeah, yeah.

(TI): You know, so, it's funny how- how worlds collide, because it's like, okay, you leave, I'm there, I leave, you're there.

(BM): Yep.

(TI): It's crazy.

(BM): And I've done that with a lot of other guys, too. Where we saw each other, knew each other, you know, going in and coming out where I was going out and they were coming in and then I was going back in, they were coming out. It was like that high-five on the tarmac kind of thing, like, and- and yeah. You- getting to see that is- is pretty amazing. Because I remember, I think the stat- in Ramadi in, you know, July of 2007 there were 30 IED attacks, and like the year and the year prior to that, there were like 300—

(TI): Yeah, yeah.

(BM): That same month. So, I mean, that's huge.

(TI): Yeah.

(BM): That's- that's enormous. And it was a different type of fight then. There were a lot of factors that- that went into why that all occurred. But—

(TI): Yeah.

(BM): But it was a lot of sacrifice by a lot of, you know, Marines and Army and National Guard—

(TI): Navy, everyone.

(BM): Yeah, everyone. You know, so—

(TI): 100 percent. So interesting how worlds collide.

(BM): Yeah.

(TI): While you were in, who was either your best friend or your greatest mentor?

(BM): Matt and Justin were my best friends, for sure. They were in our sniper platoon together. Justin and I were in the same infantry platoon together. Uhm, they were both from the Midwest, I grew up in Chicago, they were from Michigan. And we just kind of like all clicked. And became really, really tight, and have since stayed together. Each one of us has been in each other's weddings and everything. Like, we've definitely kept that relationship and that bond going by far. I mean, those type of friendships you forge in- in war—

(TI): Absolutely.

(BM): That- that are- those bonds are hard to break. But greatest mentor. I- I've been fortunate to have, you know, I really got a chance to see the good, the bad, and the ugly. So, I've seen everything from the worst of the worst to the best of the best. I mean, guys that like, actually are true heroes in that sense of the word.

(TI): Yeah.

(BM): So, I had great leadership. My actual company commander, my first deployment, who then was again my company commander and that I'm still in touch with. He's still active duty, he's a colonel now. But he—

(TI): Isn't that amazing?

(BM): Yeah.

(TI): I'm sorry.

(BM): Yeah. We were- yep, yep, just kicking around the streets of Ramadi, trying to figure things out and then now, like, wow, he's colonel, it's kind of funny.

(TI): Yeah.

(BM): He's actually from my neighborhood on the south side of Chicago. We went to the same high school, several years apart. But, I remember showing up to, you know, Echo 2-5 and we had like- we were taking leave, and, uhm, you know, you get your leave request approved and all

of a sudden, I'm brand new boot out of SOI, and, company gunny calls me in, "Lance Corporal Marren, get over here." And I'm like, what's going on here, like, the CO wants to see you. And I was like, well that can't be good. And we walk in, and he's like, "Hey, come here" and I'm like, alright. He starts- because when he was talking, this guy sounds like he's- like this guy's a south sider, I know he is, he's- there's a distinct south side of Chicago accent—

(TI): [Laughter]

(BM): Especially if you're- you grew up in this Irish Catholic neighborhood that we did, I'm like this is him.

(TI): Yeah.

(BM): And, so, we get called in there, and he's like, "What the- where'd you go to high school?" And I was like, "Oh, I went to Marris" he's like "I did, too." We grew up- and our parents live like a mile apart.

(TI): That's amazing.

(BM): Oh, it's hilarious- it was hilarious. And then of course, I walk out, and gunny was like- who I'm still friends with to this day, we still call him gunny even though he retired as a master sergeant years ago.

(TI): [Laughter]

(BM): And we're like, yeah, we still call him gunny because of that deployment in that time frame.

(TI): Absolutely.

(BM): But he was like, "Oh, okay, there, Marren, oh we think we're buddy buddy with the CO now, right?" I was like, "Uh, no, gunny, uh—" I was like, oh great. So, it instantly spotlighted me. But it was good. He was a- a really, really amazing leader. And, you know, you never agree with a hundred percent of the calls they make, but that person's trying to make the right decision at the right time for the right reason, which is incredibly difficult, right?

(TI): Got to respect that.

(BM): But he always- he- he had the respect of our company, and, you know, to - to show how much, it was ten years later, he did ten years after that deployment, he did a reunion out here in San Diego. And I mean, like, I

don't know what percentage of the guys actually showed up. But it was huge, huge.

(TI): Oh, wow.

(BM): I mean, like, I mean, just because everyone was like, hey, that's- that's who we, you know, everyone kind of said, alright, he's the man, he's putting all this together, let's get back.

(TI): Yeah.

(BM): But I had him and I had a great platoon sergeant in the, uh, second deployment to Ramadi. A guy, he just retired, too, you know, gunny Dickinson. He was in the Marine sniper community for a really long time.

(TI): Hold on, is it- it's not gunny Chad Dickinson is it?

(BM): No, Roger Dickinson.

(TI): Okay, never mind.

(BM): So, uh, but he was in- he, actually, we were terrified of him, because he was like the chief instructor when I went through sniper school, and he was revered, like everyone knew who he was. And, you know, he came back, and then he was our- he was our platoon- platoon sergeant, and just- professional, really kind of- that's where I learned how everything worked in the Marine Corps. I didn't know up at the time because it was just like a nonstop, you're always- you're either deployed to a war zone, or you're training for it. Like I was in that timeframe where you're getting kind of chewed up and spit out.

(TI): Yeah.

(BM): And, you didn't understand big picture, you didn't get how it worked. You kind of had different attitude because you had so much combat experience that, you know, you didn't like- that's all you cared about. So, you didn't- he was really good about, hey, this is how things work. And so, he came and took over our platoon, and he just kind of watched us for a couple weeks, and then, he's like, "Alright guys, okay, we're going out. We're gonna grab some beers." And he took out the team leaders, and he's like, "Hey guys, I've been watching you for the last few weeks," he's like, "I'm hugely impressed, you guys know how to run your teams, you know how to run a platoon. Like you guys know your job, you clearly know it. So, here's what my plan is." He's like, "Monday morning, you're all showing up with a high-reg haircut." I was like, "Ugh, are you serious,

come on, I've got this sweet low-reg I'm rocking," You know, like
[Laughter]

(TI): [Laughter]

(BM): And he's like, look. "Here's how this works. When we're back in the rear, when we're back at battalion, when we're not out on training ops," he's like, "This is how you will dress. You will be 100 percent squared away, your uniform will look good, you will have a high-reg. This is how it works." He's like, "Guys, like, trust me, if you project that image of what a Marine is, and what these guys want to see, they will let you do whatever you want to do." And he's like, "Now when we're out in the field, and we're out at training," he's like, "I don't care what you do. If it makes you a better sniper, do it. If wearing, you know, all you wear is jungle boots, a speedo and a light coat of CLP and you can prove to me that makes you a better shooter and a better team leader, then you go ahead and do it." He's like, "I don't care." He goes, and, the thing was we were like, oh, yeah, alright, we get it, we get it. And he's like, "Oh don't worry, we're gonna be so busy this workup, you're never gonna be around battalion." And sure enough, we hardly ever were.

(TI): Love it.

(BM): It was- but, yeah. But he was that- that guy who just is like, "Okay, this is what it is." Like, you work hard, you play hard. And he was like—

(TI): He- he- and he was able to break it down to you to where you guys were like, got it.

(BM): Yeah. I mean, we would do everything. We would try and like- like, he would go, "Look, I'm gonna keep you guys off the grid, so what do I expect? I expect everything to be squared away, I expect you to be good NCOs and I expect you to work your ass off." We would work our ass off, and then he'd be like, "Hey, you know what? We're coming in Friday morning, we're cleaning guns, and you're out of here at 10 am. That's it, you're done, like, you've put in a hard week, go." Like and he would cover us. And that was like, when you saw that, when you got to experience that, like, it- it's awesome, you know. Because there's less- people complain less, and work harder, you know.

(TI): Yeah.

(BM): That's what it is. He held you to a high standard, and as long as you met his standard, meant you were good to go. You do what you want- you be,

be your own person, you know, as long as you're doing what you're supposed to do. And that was like a really- I took a lot of those lessons learned forward in life on- on how to apply that mindset.

(TI): Brian, it sounds like you had- I mean you have a lot of love for the Marine Corps. Uhm, why did you decide to leave active duty?

(BM): So, that's a great question. Like, it was tough. I was just, uh, I didn't know it at the time, I was burnt out. Uh, I got- you know, I did everything you're- you're supposed to and not supposed to do in the Marine Corps. I got married in Las Vegas, like, everything.

(TI): [Laughter] Oh my god.

(BM): That one didn't work out, but it's alright, but- I call it, I was, you know, living my life, like, at my front sight post. Meaning, I couldn't see anything past my front sight tip. That was it. Because—

(TI): Yeah.

(BM): I was in that wartime mentality of train, train, train. Deploy, deploy, deploy. You know, drink, drink, drink.

(TI): Yep.

(BM): [Laughter] Like it was just that- that- I was going a hundred miles an hour. And I didn't even know it at the time because it was just normal. And it was just that wild, like, and I didn't know what I wanted to do. I didn't know there were big picture other stuff, I could get into. Like I just thought that was it.

(TI): Probably didn't have time to even think about it.

(BM): No, I didn't. And, like—

(TI): You're getting told all the stuff by different Marines, and then you're talking to like the career planners trying to like explain stuff to you, who, ours was- I still remember- I don't remember his name. But like he was a super nice guy. Like, he was just like trying to- he literally tried to help Marines with their careers and like, what do you want to do? And I had thought about, you know, I was gonna go be an instructor at the sniper schoolhouse, and, do that, and then I just ended up, like, I had some- I was- I was on that- that second deployment to Ramadi, I was kind of having issues with, you know, my wife at the time at home, and like my family, and it was just like a lot going on. I was just burnt out. So, I was

like, alright, I- my plan was actually at the time to get out and then come back in within that year. You can come back, like- I don't know if you can still do it. But at the time, you could basically. You're still the same rank, you don't lose any time and grade or anything, up to one year.

(TI): Was it like sabbatical?

(BM): Yeah, I don't know, I guess I don't think you can do that anymore. Maybe at the time you could just basically kind of, you didn't lose anything—

(TI): Yeah.

(BM): You came right back in. And so that was my- my plan. And I got a job on Camp Pendleton as a contractor working at a place called the newly built, uh, Infantry Immersive Trainer, which is a really cool training facility. Was General Mattis' pet project even before the war started. He wanted to build it.

(TI): Ahh.

(BM): But it was- that was it. So, I was like, alright, I'll just get out and figure this stuff out. And then, I started working there and things weren't good in my relationship, and just like, it was a rough time. I was dealing with issues that I didn't even know I had. So, that's- that's the hardest thing. You know, well, you know, post-traumatic stress and different, you know, TBI related stuff. You don't know- when you don't even know you have a problem yet, like, how can you make good decisions? How are you supposed to do anything right? So—

(TI): Absolutely. What year was this, by the way?

(BM): Uh, 2008.

(TI): Okay.

(BM): So, this was in 2008, and then, I had a good job and so, I was like, alright, well I'm working here as a contractor, making decent money, and then going to school. I was like, cool, I'm gonna finish my degree. Alright, I just got to do something. I've got to stay like super- super, you know, I've got to work hard—Yeah, I've got to stay busy. And I was doing that, and it was just like, things weren't good in my personal life, and it just- it just didn't work out. Like I kind of wish I had stayed in longer or done other things or at least went into the reserves and then continued a career, maybe come back active duty. There's definitely times when I look back, I

was like, man, I really wish I would have done that. But, you know, it may not have led me to where I'm at now. So- so who knows?

(TI): Absolutely, absolutely. Can't- can't do that too much.

(BM): No.

(TI): Can't do that—because like you said, it's like, the decisions you made led to the career path and then the life projection that you have now.

(BM): Yeah. And I was always putting one foot in front of the other even when times were tough. You're always trying to, like, alright. Maybe I'm not thriving right now, but I'm surviving. And I'm going forward, so, I would always try to do that and that got- that gets tough. So, yeah, I- I kind of just stayed right there on Pendleton. I call it like I did my instructor billet as a contractor kind of thing, because that's what it was, basically.

(TI): That's funny.

(BM): Yeah.

(TI): You were talking about TBI and PTSD, and- and not recognizing at the—

(BM): Yeah.

(TI): Time- uh, how were you- how were you mitigating that at the time?

(BM): Uhm, for me it was just like I'm just gonna stay super busy and then I was kind of drinking a lot, but not in the sense of that, you know, it gets- I was like-

(TI): You could still function.

(BM): Yeah, still function. And I was the happy guy, you know what I mean? Because like when I had a few drinks in me, I didn't feel like pressure or anxiety or different issues, so I felt happy. You know what I mean? So, I was always the, man, Brian, you're so much fun, like we've got to hang out. I was like, yeah, man, like this is great. I don't feel any pain right now. So, but I didn't know that's what I was doing, you know. You're just masking different symptoms. And that, and I started- I stayed super busy.

(TI): Yeah.

(BM): So, like, I said, I was working on Camp Pendleton, I would go to school at night. Uh, then I started deploying again overseas doing security work for different agencies, and same thing. I would just be gone for 90 days,

home for 30 days, gone for 90 days, home for 30 days. Doing school online. Like, I just occupied my time, constantly. And what it did is, you're just kind of just- what I learned later is you're just kind of kicking the can down the road a little bit with the issues that- that you have.

(TI): And you're just burning out at the same time.

(BM): Yep, absolutely. You can't keep that up.

(TI): Yeah, I think you're, uhm, you know, people talk about certain drinking, people talk about other abuses. But I think digging into your work and digging—

(BM): Mmhmm.

(TI): And just burning yourself out, mentally and physically, I think you're one of the first people that's actually brought that up, so that's pretty—

(BM): You- you do that, and like, you find ways to stay occupied, and people- you don't realize you're just not- you're just disassociating with some of the issues. Like, oh, well I got all this work. Because I would always say that, like I never- even for a long time, I'm remarried now, actually just recently. At the best point of my life I've literally ever been in, and it's so awesome. But what I didn't realize- what I was doing, with other relationships, I would never get in serious relationships, I would date someone for a while, be like, oh, I gotta go again. I gotta go back to Afghanistan, or go back to Iraq, uh, gone for three months.

(TI): Like, bye [Laughter]

(BM): You're just, like, you're in this crazy cycle, and like you're just- what you're doing is just not facing your issues. But, I mean, you're still functioning well in society, you're just- you're just not dealing with some of the problems that you have, and that's tough to realize and tough to do. And I think- I think—

(TI): Sure.

(BM): We've gotten better at addressing some of that stuff and bringing it up. And, talking about it so that, you know, you can identify that stuff.

(TI): Is this at the same time- at this time did you also get your master's degree from USC?

(BM): So, that's- that was, uh, I didn't do that until 2016, I finished, or 2017. Sorry, 2017.

(TI): Oh, okay.

(BM): I finished. So that was recently.

(TI): You got a- so you got a master's degree from USC in applied psychology?

(BM): Yeah.

(TI): What the heck does that entail?

(BM): Yeah [Laughter] that's a great question. So, I actually—

(TI): You're like, I don't even know.

(BM): I chose that, uh, degree, kind of specifically because you could kind of have some leeway in how you wanted to apply it, how you wanted to study. It wasn't just a- like I didn't want to be a clinical psychologist. That didn't interest me.

(TI): Yeah.

(BM): I didn't- like, I have my own problems, I can't sit here and listen to yours all the time, you know what I mean? Like that wouldn't work well for me. Like, I don't know, or I'd be like, because- I would be so bad at it. You think that's bad, let me tell you this one time I did this- you know what I mean? So, I would be the worst clinical psychologist. But uhm, so, I- I originally, back in 2007 or 2000- had met and worked with a guy by the name of Greg Williams, who wrote the combat hunter program for the Marine Corps, and then later on the—

(TI): Really?

(BM): Yeah, the advanced situational awareness training for the Army. He's a human behavior profiler, subject matter expert on human behavior, has developed incredible, incredible stuff that people have been copying now for years, and passing off as their own work. But they—

(TI): I- I got a story about the combat hunter program, we'll come back to it.

(BM): Oh, perfect, yeah. So, I met him, and I was super interested in that. I was like, hey, this is really cool, and then always studied and fascinated by stuff. Uh, then I kept running into him, like, in all the wrong places. Like, Afghanistan or Iraq, like, hey, Brian, oh, hey, Greg. And then finally in like

2012, he was like, alright, dude do you want to come work for me? And I was like- he's like- he's like, someone's putting us together. So, I said, okay. We were at a different company at the time, and then so, from 2013 I started teaching on the Army with the soft side and basic courses, their advanced situational awareness training, which is a program he wrote for them that they made, again, just like the combat hunter program, they made it a program of record, made everyone go through it. So, obviously, substantial program. So, I was an instructor for that, and then we did that with this previous company for- for several years and then things kind of went south with them, meaning they just kind of mismanaged the program and the employees they had working for them, and it wasn't good—

(TI): Sure.

(BM): And a number of other reasons, it was kind of a bitter divorce, like we were done there, 2017. So now we've just- we redid it, and now we're doing it on our own. With our own company called Arcadia Cognerati, we do the what we call human behavior pattern recognition and analysis. So, that was part of the—

(TI): Okay. So- so, what- that's what stuck out to me when you first reached out to me.

(BM): Yeah.

(TI): Because, human behavior patter recognition, analysis. That's- to me, that's extremely unique.

(BM): Yeah.

(TI): And when I first read that, to me that sounded like- like some minority report stuff.

(BM): Mmhmm. Kind of [Laughter]

(TI): Is that- because what I was thinking is it's like finding patterns of criminal behavior before it happens—

(BM): Yep, that's exactly what it is, and the reason we use those terms, which- those are our terms that Greg developed that- that's what he's always called the program. So, even combat hunter, to him, was a form of human behavior pattern recognition and analysis. So, what that is—

(TI): Okay.

(BM): Is a scientific way of saying human behavior profiling. But the problem with that is using that- that term is- one it has a negative connotation, uhm, when you say profiling, because people think, oh, racial. Like, well, no. Your race or religion, that's one-dimensional and unscientific, that tells me nothing about you.

(TI): Yeah.

(BM): But you all have a Facebook profile, a LinkedIn profile. That's- that tells me about you, right? So that tells me about your likes, your dislikes, who your friends are, right? So, that just builds a pattern of behavior.

(TI): Yeah.

(BM): So that's how we- we look at it. And we use that term, and we call it that, because, you know, human behavior pattern recognition is something everyone is born knowing how to do. It's an intuitive skillset that you know how to do. So, Tanner, you think back to when you were a little kid, you know, whoever raised you, mom, dad, aunt and uncle, grandma and grandpa. When you were, you know, even three years old, or a little guy, when they walked in the room, you knew whether they were mad, whether they were happy, whether they were sad. So, you learn how to do that and read human emotions.

(TI): Yeah.

(BM): So, that's all it is. The problem is, is when it comes to the A in that, right? The analysis part is- no one- we don't actually ever get taught how to do that. So, how that happens is, people jump to unreasonable conclusions, right? So, they go, oh, this person was acting this way, so, oh, it must be this. And it's like, well, no, you- you can't prove that. So, what we have is a gating mechanism, an analytical framework of how to analyze a person, a situation and event, and go, here's- here's how this works, here's a likely conclusion. Here's how I establish a most likely dangerous course of action for what I'm seeing. And the whole idea is, exactly that. Is to prevent an attack. How do you- how do you find a school shooter before they do it? Like, no, I don't care about putting up bulletproof glass and arming teachers, like why don't we just stop it from ever happening? Because you can do that. You know, so- so that's what it's all about. That's what the combat hunter program's great. That was what the Army ASAT training was great. You'd have guys going down range, sending back ARs, like, "I- we- we saw an ambush before it happened. All these indicators that you taught us how to look for things, we picked up on it

instead of walking into it, we went, stop, hold firm, let's take a different route in, let's call in support, and sure enough, there was an ambush team waiting for us, and we killed them before they killed us." And like, that- when you get those after-action reviews, you just, like, I mean, that's the greatest paycheck in the world when people tell you that stuff.

(TI): Oh, sure. Absolutely.

(BM): I mean you just know, you just- we just saved someone's life. And we killed some bad guys, which is awesome [Laughter].

(TI): Yeah.

(BM): So, I mean, you gave them that skillset to apply. So that- that's basically what it is, and so, to kind of go back to your original question about USC and the master's program, I could take that and, like, I could do their course of study and involve my work in it, as well.

(TI): Awesome.

(BM): And- and the other reason I did it, too, was, uh, that it- they were focused on more of like a typical business employee experience. So, I needed that to get outside of the military, law enforcement, intelligence community stuff I was working before to- to literally just broaden my horizons, go, well, how does this apply? And it's- it's hilarious because it's all the same stuff. I mean, there's no, you know, you look at organizational changes, culture, leadership stuff, it's all the same in the business world that it is in the military. You know what I mean? They just- the- the private sector doesn't have training, they have education, which is different than training. Where in the military, you have training and you're taught, hey, these are leadership principles, this is called the planning process. This is how, you know- this is called toxic leadership, and this is how it affects your command. So, we get taught that stuff in the military, but- but and trained in how to apply it, and the private sector really didn't. So, this was kind of like a way to- me bridge a gap and get into more kind of corporate clients, as well.

(TI): To get your TLOs—

(BM): Yeah.

(TI): And where- where I guess, you would. Civilian is just- here's your—

(BM): The big thing, Tanner, too, is- is what- what separates- it's funny. I was just talking out and spoke at- and was invited out by Turner Construction

at their New York Headquarters. And, they'd have a whole veteran's network. And it was amazing to see- just this major organization. And how they're trying to recruit veterans, the right ones, and retain them, because they see these skills in them that they don't see in other people. And they actually didn't even know why, and I was like- I actually kind of helped explain some of that to them. I was like, look, there's a very distinct difference between education and training. So, education's important, right? It'll teach you new things, new concepts, and maybe some critical thinking ability on how to see the world differently, educates you, right? It informs your opinion, alright. But- and this is our company motto, is, training changes behavior, right? So- so if I want someone to do something differently, they- that requires a training program, not a check in the box education program. And the military kind of gets this stuff confused sometimes, too, right? It- you know, especially now that things go more electronic of hey, you gotta take this online course, alright, good, you know how to do that, right? It's like, no- no. You just taught me something, but you didn't show me how to do it.

(TI): [Laughter]

(BM): So that was the big thing I talked up at Turner about is that- that training process- that's what that veteran brings, right? So, you have so much training, that you don't even realize. So, a lot of guys get out and they have skills that they don't even know that they have because it wasn't even articulated to them. They just had to do it, right? And you're like, hey, look, man, like that's gonna put you ahead of the game. And the other thing, obviously, being what separates veterans at different companies is that- that mission accomplishment. Like they know, like, when- hey, something has to get done, you just- like, they're gonna stay there and do it. I had a buddy who was also—

(TI): Yeah.

(BM): He was also- reconnaissance Marine sniper, my buddy Dan, and, he was, uh, doing security contracting with me, too. And he was same guy, like always doing classes and stuff online. And he- he's got some other great work. And he was trying to get me- he's like, you've got to go get your MBA, get you know, your master's in business administration. I was like, dude, that doesn't interest me at all. He was like, look, these brokerage companies, these guys that make a ton of money, he's like, they'll hire you. You're gonna start out not making a lot of money, but they'll show you how to do it and then in a few years, you could be a big finance guy. I

was like, well it just doesn't interest me. He was like, look, they want veterans so bad—

(TI): Yeah.

(BM): Because they'll- veterans will show up, and they will be like, hey, you can't leave until this gets done, and that veteran will be like, okay. And they'll just work their ass off [Laughter] until it's done.

(TI): [Laughter]

(BM): Where all these other guys are like, oh, I gotta go home, I got this. Well, we didn't get it done today. And he was like, they will hire you simply because it says Marine Corps with combat deployments. And- and private companies are really starting to realize that value, now, and go, oh, these guys have something that the average person out of college doesn't have. And- and you look at how, even like I think Google and Amazon are changing a lot of their requirements where they had jobs that used to require a college degree. And they don't anymore.

(TI): Yeah.

(BM): Because they realize, like, well that doesn't- that's not what we need, you know?

(TI): Or equivalent experience.

(BM): Yes.

(TI): [Laughter]

(BM): And that's- and that's what I love about, you know, if you have that time in that military, like, you gotta understand, like you- you have some what's called tacit knowledge, from your experiences and training that- that applies everywhere in life. If you learn how to tap in and use that. And- and basically just learn how to articulate your skills, you know. I think that's a big thing, too.

(TI): What's the best way to articulate those skills?

(BM): Well, and- and I would stick with, hey, look, I've had a lot of training in how to mentor people, how to educate people, and how to learn a skillset and apply it in a complex situation, right? So that's a- that's a big one. And- and what people forget, you know, in the military, you know, you're always training your replacement, right? So, if you're in a

leadership position, you're showing the next guy. If you're a team leader, you're explaining to the next guy, like, hey, this is how you be a team leader. If you're a squad leader, you're explaining to your team leader, hey, this is how you be a squad leader. Well, the corporate environment is- is horrible at that. And there's different reasons, right? Because a lot of people, like, well I don't want to show this guy how I do things, because I want to be the keeper of the knowledge.

(TI): Yeah.

(BM): And that makes me look better. And guess, what? Organizations now are starting to realize, like, no, that's a terrible attitude to have. So that—

(TI): And that's a terrible thing for the- for the company.

(BM): Oh, yeah.

(TI): I always- I always talk about single points of failure.

(BM): Yep.

(TI): Don't have 'em.

(BM): Yeah, and if you don't- if you have people that are out there with that kind of mindset, it's- for the company it's horrible in the long run, it might benefit that individual in the short term, but in the long run, it's not going to. You gotta put yourself out there and say- and not be the keeper of the knowledge, be the guy that- you build everyone up. And if you're that person that goes, hey, look, I'm really good at building other people up, I'm good at developing leaders, that has- that makes the group better, which in turn makes you better, which makes the organization better, which has positive effects for you. So, learning how to articulate those skills, because they're a little bit different based on your experience and your MOS and all that stuff. But- but there's a process of when you're getting out and figuring out all that stuff is, is, uh, it's gotten better- I think there are still things that- that need to be done, but- but just learning how to articulate your skillset is- is tough.

(TI): Very good, very good. Uhm, going back to human behavior pattern recognition.

(BM): Yep.

(TI): What drew you to that entire field? What led you down this path?

(BM):

Again, like, you know, these are things you learn kind of later in life. I- even since I was a little kid, I was always- I guess a little skeptical. Or I was always kind of- I never understood how someone- like when they had a really strong opinion about something, when I was young, or they would go, well I think this, this, and this. I would go, wow, like, that person has a lot of confidence in what they're saying, they must really know what they're talking about. Well, fast forward, I found out, no. No one knows what they're talking about. We just- we just launch our opinions out there without any thought or, you know, depth into it or understanding of an issue we want to have an opinion first. And I was kind of the opposite where I was like, oh man, I don't know anything about that. I better learn. And, and so that kind of helped with understanding of- of how human behavior works where I could see like, hey, why is that person doing this? Can't they see that they're continuing to do the same thing over and over again and they're not getting a result they want, like why don't they just change their behavior? And it was just a fascination with- with why things work.

And then, of course, with my own issues with, you know, mental health issues, and- and just trying to figure out, you know, why do I think this way? And- but I had some great experiences, you know? You go back, right when I got out of the Marine Corps, when I was working as an infantry immersive trainer, you had a lot of these scientists out there doing different studies, and it was really cool to be a part of. You know, I was just like a tactics guy, walking through with the different squads, going through there. But, you know, still part of this really, really big, huge thing called Fight JCTD, which was a future immersive training environment. Joint Capabilities Technology Demonstration. Which I don't even know how I still remember all that. But [Laughter] it was one of these big picture things. But you had behavioral scientists out there. And so they were doing different studies like cortisol tests, or stress tests, like, okay, they're gonna swab, you know, your saliva before you go through a training scenario, then after you go through a training scenario so they can compare some baseline data, compare it to guys who have been in combat, who haven't. To the level of stress within the incident, and measure all that stuff. So, it was really, really cool stuff.

(TI):

So interesting.

(BM):

But, like, oh yeah, and that stuff is so cool. There's so much that goes into that in the background that guys don't even realize how great training has become over the years, because of stuff like this. And, I got to, like,

basically be a fly on the wall. I wasn't like- I wasn't- the big brain in the room. But- but I got to talk to these behavioral scientists and it- which was really fascinating, because I taught them stuff and they taught me stuff. But I just remember having this conversation with one, going like, "Yeah, I had- you know, issues where I get super angry sometimes about this, and like, you know, I was out one night this guy said this and I got super pissed. But, you know, I just walked away, calmed myself down, realized like this isn't worth it. You know, like I'm getting better. I felt that was a win." And they're like, "Okay, Brian, good. That's good that you're able to do that. Do you know based on what that guy said, you don't have to get that upset?"

(TI): [Laughter] To begin with.

(BM): It was kind of that lightbulb moment. I was like, what do you mean? They're like, you said you wanted to cave that guy's face in, right? Well, he didn't really do anything in this situation you described that would warrant that. I was like, "I know, that's why I walked away." They're like, "You don't have to get that angry." And I was like, "Oh." So that- that now brought me to the next level, like, oh, okay, now I need to learn, like, why am I getting so upset during these different situations? And so, I learned to kind of look at it that way and it really, really helped a lot, honestly.

(TI): It- it's funny when you're talking about this. I'm now self-analyzing some of the situations I've been in.

(BM): Yeah.

(TI): You know? It's- it's amazing. Uhm—

(BM): Well, and that goes back to the HBPR skillset- the human behavior profiling stuff. Because people, like, you know, we go big to small. You gotta understand how you process the world and then categorize things. And then, you get done, like everyone wants to learn, teach me the body language stuff. And you can read body language. Well, there's a lot that goes into it, and you have to put everything into context. I go, but if you want to get really good at the skillset, look at yourself in the mirror. Like, start being self-aware of what you're doing, how you're acting, and how it affects people in the room, and then you're gonna get really good at reading it when other people are doing it if you can figure it out on yourself. That's what I always tell people.

(TI): Noted, noted.

(BM): Yeah.

(TI): You- you talked about the best part about what you're doing, you know, is when, you know, you get a team coming back and saying, hey, this saved my life.

(BM): Yeah.

(TI): What's the most challenging? Because, you know, when I first heard about what you do—

(BM): Mmhmm.

(TI): I immediately, of course like I said, I immediately went to Minority Report. I'm like, okay, so, what if you- can you misdiagnose? Can you misread the situation? You know—

(BM): Yeah.

(TI): In a sci-fi sense, are you arresting people that didn't really do a crime, you know? I mean, I don't know [Laughter]

(BM): Well, so, in the Minority Report thing, thankfully we have civil liberties and a constitution in the United States, you can't arrest someone unless- like, before they commit a crime. But what it is- like, that's why you have to use an analytical framework and understand some of the science behind it in order to articulate what you're seeing.

(TI): Gotcha.

(BM): And it's always what- what's likely to lead, and are you gonna get what you're asking, is basically like, is there like a way you can get a false positive? And like, you know, maybe. Uh, but- but that's where if there's some doubt in there, you know, you have sustained observation. Well, I gotta monitor the situation longer, you know what I mean?

(TI): Yeah.

(BM): I can't draw an unreasonable conclusion, but you can determine what's the likelihood of this and then- then determine what your intervention strategy is. So, you know, if that's a- a, you know, a kid in school, right? So, I can teach you the skillset, Tanner, right? I can teach it to a group of teachers and they'll identify something in a student and be like, alright, this person is likely- their behavior- this is what I'm noting, this is what

I'm seeing, it's escalating. So, it'll draw you to that anomaly in the baseline. Here's a person I need to look at. Now, you might not know whether that person is- like that person, like we call it an insider threat, like a school shooter is an insider threat.

(TI): Yeah.

(BM): And that's why they're so horrible because they go to that school, they have access, right? But- but so is a teacher who wants to, you know, sexually assault a student. That's an insider threat. So is—

(TI): 100 percent.

(BM): So is a student that wants to commit suicide. That's an insider threat. They're a threat to themselves. So, the skillset, you just need to learn, will help you identify what that is. You may not know where it leads you to, right? So that kid, you don't know if that kid's gonna want to shoot up the school, or just kill himself. But you're gonna identify the anomalies, and that's what you need to do, right? You're gonna be able to identify and articulate it. And that- that's a big thing. So now I can intervene, right?

(TI): Yep.

(BM): The whole point of this is to create a bias for action and actually do something. I can intervene before- you know, I can intervene when it's still an issue and not wait 'til it becomes a problem, you know what I'm saying? And that's- that's the whole goal of it. And that's what we call that- that left of bang. That's what mindset is. It's all about mitigating the event from ever taking place. So that- that's kind of what the idea is behind it.

(TI): Blowing my mind, Brian. Blowing my mind.

(BM): [Laughter] Why you keep going on—

(TI): [Laughter]

(BM): Be careful. I'll sit out here for hours and be- start picking stuff apart and go this is what means this, and this means that. I love it, and that's why it's so fascinating.

(TI): What I love is- is, you're an expert in a skillset that can be applied for a million different applications—

(BM): Right.

(TI): Whether it be DOD, whether it be city, local government. Maybe you just give a school- a schoolhouse, uh, example. Uh, Fortune 500 company.

(BM): Yep.

(TI): I mean there's a million applications that you could do this with, so that's very cool.

(BM): Yeah.

(TI): Uh, going back to, uhm, the combat hunter program.

(BM): Mmhmm.

(TI): So when I was- my last detachment was 3A—

(BM): Okay.

(TI): And they did some station training out in the field, and I was documenting it. At that point I was combat camera. Uh, one of the most interesting stations I came across- but I really couldn't figure out how to tell that story in that instance, was the combat hunter program.

(BM): Okay.

(TI): And so, you talked about Greg Williams, that he wrote that combat hunter program. Uhm, for those that have never seen it, or never even, you know, been around it. Can we just bring up what the combat hunter program is?

(BM): So- so that was a mix of a few things. And it was a specific program kind of built for a specific time. And they brought all these experts together, and a lot of this was- was really- was Mattis and him kind of- guys like Crusher, Colonel Clark Levine, who was actually at the- I still have done some work with. He's up at USC.

(TI): Oh, wow.

(BM): He runs their Institute for Creative Technologies. And it's hilarious because everyone's like, oh, Clark this and Clark that. Like, his callsign is Crusher, that man still terrifies me to this day.

(TI): [Laughter]

(BM): They're like, he's such a nice guy. I'm like, you don't know him like I know him. And, uh, but there were all these programs and they said, like, you know, this is again, at the height of Iraq and, you know, Mattis is going

like, okay, Marines are dying. What can we do like right now? Like I'm talking like this week to fix the situation. And they brought in all these experts and it slowly trickled down to a few, and Greg Williams was one of them. So, he did all the human behavior stuff for combat hunter. But-but it was- it was combat profiling was kind of what it was also known at the time, and then—

(TI): Yeah.

(BM): They brought in some other guys to do man tracking, and then, some other guys for enhanced observation, like they have hunter, and like Greg was the law enforcement, military, human behavior expert. And then, uh, I think they had one other person involved, as well. Like, yeah, tracker, big game hunter, and him. And they kind of put this program together all about, you know, human behavior, and it was about be the hunter, not the hunted, you gotta think like that, right? So, how do you do that? You need to have a lot of different skillsets and so you needed to be able to understand and articulate your environment, and that's all it is. And- and not walk in that ambush. And it was a very, very successful program because it was, you know, Marines picked up on it real well, and went, hey, this is the coolest stuff ever, I'm learning to track people, I'm learning how to profile human behavior. I'm doing exercises out in the- in town. You know, outside, off base in civilian clothes that normally is reserved for, you know, special operations type units. And I'm getting to do that, and I'm watching a crowd, and I'm doing it right here in the US and learning, like, look, human behavior is human behavior. Just because you change and go to a different area of operations and they speak a different language, or, you know, worship a different God than you. Their behavior is what you need to focus on. There are certain things you can pick up on. And we always focus on the differences. It's like, you know, my cultural awareness before my first deployment was like, you know, you don't wave or shake with your left hand, and you don't—

(TI): Yeah.

(BM): Like, this didn't help at all, thanks [Laughter]. So, you have to learn the process and that was the whole combat hunter program thing was be the hunter not the hunted. Well, you have to develop that mindset. You have to develop a skillset and how to do that. And, so, it was a widely successful program. Same thing, got adopted and instituted as a program of record in the Marine Corps, and uhm—

(TI): Yeah

(BM): So, he was one of the architects of that. So.

(TI): It was one of the times in the Marine Corps where I wanted to put down the camera and just join the class.

(BM): Yeah.

(TI): It was so interesting. I wish I would have had more time with it. Uhm, so, talking about Greg. You two host a podcast, I found out.

(BM): We do. We do, yeah.

(TI): Left of Greg. Reading up on some of the literature. It said, follow Brian on his journey learning as much about human behavior as possible, in the hopes that one day, he will experience true emotion.

(BM): Yes. So, you gotta understand the dynamic between myself and Greg. So, Greg is a big guy, with a big personality. He's wicked, wicked smart. And that- you know, I don't even like using the term wicked, and he's that smart. So- he's- and- and but he talks and talks. And he's a very emotional guy and he brings you up and down and there's a purpose behind that. It's called a memory emotion link. It makes the information I'm giving you stickier if I attach emotion to it, right? So, you know, you can't tell me what you did last Tuesday, you don't even know. You don't remember. But, you know, you can tell me the day your first kid was born, or second, or third or—

(TI): Yeah.

(BM): You can tell me about a really funny movie you watched. Because when you attach and emotion to any type of information, it gets stickier in your brain, basically. The myelinization happens faster, and so you can recall that information better, so he does that on purpose and brings you on this ride. But then I- you can't have two people doing that, Tanner. It's too much.

(TI): [Laughter]

(BM): But he was always makes fun of me. He's like, you are the most cold, unemotional person I've ever met. I'm like, no, it's just that sniper mentality of like, I'm gonna wait and I'm gonna take a shot when I know I'm gonna hit the target. I go, you're just belt fed, finger on the trigger, putting rounds down range. Which is great for our dynamic, people love it.

(TI): That- that sounds like a good—

(BM): Yeah, but that's the whole thing is like, you're the most cold, unemotional person I've ever met. I'm like, no, you're just super emotional. So.

(TI): Oh my gosh. So, what are some of the things you guys talk about?

(BM): So, we do, you know, the idea is just kind of get out the information out there. So, we talk to people about the different programs, we talk about case studies. So, what- a lot of things- what we like to do, is take an example or a case study of an event and go look, this is how you deconstruct this. Here were all the pre-event indicators and all the different places someone could have stepped in and mitigated this- this event. So, what we like to do is show that stuff. So, we just did one that's a case on a Marine, former Marine. Stephen Mader. He was a police officer out in West Virginia—

(TI): Yeah.

(BM): And, he showed up- he was still a probationary officer. He showed up on the scene of this guy, who, his wife had called 911 and he was talking crazy and he had a gun, it was unloaded. Obviously, the police officers didn't know this, you know, you have to assume that it is. But he's out there, and you know, Stephen gets out, he's an Afghan vet, he was a dog handler, now he's a cop in West Virginia, you know.

(TI): Yeah.

(BM): Says, hey, let me see your hands. Guy won't show him his hands, so he draws his gun, takes cover, goes, hey man, let me see it. And the guy's got a gun, he's just pointing this gun down at the ground. And Mader's going, there's something about this guy, and he's like, you know, hey, let me see your hands. And he's like, no, I won't show you my hands, just shoot me. And so, to him, he went, when the guy said just shoot me, this, to this- Mader, he's going like, this is like suicide by cop.

(TI): Yeah.

(BM): This guy doesn't want to hurt me; he doesn't want to hurt anyone.

(TI): Yep.

(BM): He just wants me to shoot him. So, he's going like, hey man, I don't want to do that, brother. I just need to see your hands, I need you to put—so

he's trying to talk to him, right? And at no point does this guy Mader, this Officer Mader, feel threatened. Now he's still got his gun drawn and pointed at him, right?

(TI): Yeah.

(BM): So, now this goes into how human behavior works, and human performance and perspective and bias. Because guess what the next two police officers who show up on the scene, see? They see Mader, gun out, on a guy who has a gun. So, they hop out, they're amped up, they draw their weapons, they come up on him and the guy turns, and raises this weapon, and so the police officer shoots and kills him.

(TI): Yeah.

(BM): So, this is a crazy, crazy story. Because they all- both of those officers, Mader and this other guy, they were both right. They made two completely different conclusions, they made two different decisions, but they were actually both right based on the totality of their circumstances and what they saw and how they felt. And I think it was a really great case to show how complicated these issues are and how difficult it is to go, here's gonna be our policy. It's black and white. You can't have it. These situations are all so different, it all comes down to the person who is in that situation. So, you know, it's kind of like, alright, how does this happen, how can both people make two different decisions? One, both be right, and both based on the same circumstances? And that's the kind of stuff we do. We articulate it in this scientific way to say, hey, this is how it works. This is how your brain works, this is how you observe something. This is what he saw, this is what he saw, this is why this occurred. And so, it's crazy. And Mader actually got fired from that agency. They fired him for it. And then he sued, he just got a settlement, it wasn't much. But you know—

(TI): Yeah.

(BM): It goes into then how police agencies handle these situations, how cities do it, why this stuff occurs. You know, and it was just a very, very interesting case study. So, we like to pick those apart scientifically and say, this is how this works. All through the lens of human behavior.

(TI): You just got me amped. You just got me- so, what is- and I know there's probably many. But what is the main thing that you learned in service that you apply to what you do today?

(BM): Oh, man. One would definitely be, it's, uh, mission first, man. Like you gotta- whatever your mission is, you gotta put that first. The next line would be, uh, then team. So, mission is always priority, then team. Meaning, team gear, team responsibilities, team first. And then, uhm, you last. And I think if you can learn to kind of use that as a way to go through life, it's incredibly powerful. So, if you're working for an organization and you have a job to do, if you put that job first, and then you put the others around you second, and you worry about yourself last, may not seem like it at the time, but that- that's a way that over time, uhm, people notice that, people realize that, and people are very, very drawn to that. So that will lead you to establish relationships and connections, and have experiences just because you have that attitude, is gonna open a lot of doors for you. Uhm, I- I can't, you know, just- that's the biggest thing. And, you know, the other thing. It's funny, uhm, my younger brother's actually a SEAL and, uh, he's out now. But, uh—

(TI): What? Very good.

(BM): He's actually eight years younger than me, and twice my size, which is hilarious. But I told him, and we hated doing this when, it's like, hey, I need two for a working part here- I need someone to go do this. We all joke about that, hate it. But one of my biggest things I told him when he was going in the military, is like, look man, like, it's gonna suck at the time. But volunteer for everything. He's like, what do you mean? When they say I need someone for this, go do it. They say, hey I'm gonna need someone for this, just go do it. You're just- you're gonna sleep less, you're gonna work more, I swear to you it'll pay off. And it did. Like he would tell me, he's like, look, you know I said alright I'll go do this, and sure enough, he gets notices. Hey, this guy- he's a worker. He's here to- and so, you know, it's the same reason why you tell your kids to be a good sport, because it helps them in life. Because if you're good and you work hard, people will want to be around you, and they want to help you, right?

(TI): Yeah.

(BM): Right, they want to help you be successful. So, just by being that volunteering for everything, and picking up as much responsibility, people around you notice that, and then they want to hook you up. They know that you work harder, so guess what? When that work starts to dry up, oh, we want this guy because we know he's gonna be Johnny on the

spot. Even if you're not as good as some of the other people. So, that—that's a big takeaway, I think.

(TI): Positive vibes breed positive vibes.

(BM): Yeah, it's true. There's a lot of ways that people explain it. I know my wife does it in some weird kind of hippy way. Not that she's- she's there like I'm all about love and put the vibes out there.

(TI): [Laughter]

(BM): She's like, I know you hate that stuff. I'm like, no, I just hate the way you say it. I go, you're dead on, you're absolutely right. I just don't like the way you say it.

(TI): That's hilarious. Brian is there anything else that I might have missed that you think it's important to share?

(BM): No, I thank you for- for big time, for having me on. This was- this was so cool. Any time I've, you know, I've been on a couple different ones, and same thing like Mentors for Mil and, I look at their guests and I'm like, man, like, damn, I'm no one [Laughter] compared to these people. Like- so I'm like super, like, I'm very humbled. Thank you for having me on the show. Like, I mean, you had Dale Dye on. Like, and then- we had Dale Dye and then Brian, it's like- [Laughter]

(TI): Well, the thing is, I think Brian is just an undiscovered person in the community. That's one of the reasons I love doing this podcast is like—

(BM): Oh, thanks.

(TI): People like you that are doing such great work and have such a great story to tell, to life. You know, that's what I love about podcasts.

(BM): Yeah, there's a ton of them out there and people doing so much great work, that, you know, it's motivating and you gotta stay- stay positive and follow the right people on Facebook so you don't get down some random rabbit hole of pain and misery and despair.

[01:15:54] Music

[00:16:01] PSA:

Man: The VA does a very good job on the medical side. I don't know of anybody that has any complaints. My primary care doctor's probably the best doctor I've ever had in my life.

Woman: Louis is my friend, good patient of mine. And he only comes once a week, but I enjoy him.

Man: She comes in special.

Woman: Yes, I do. Early in the morning.

Man: Early in the morning, for me. That's exactly why I choose VA.

Narrator: Choose VA today. Visit va.gov [Link: www.va.gov]

[01:16:31] Music

[01:16:36] Closing Monologue:

(TI): Again, fascinating stuff. I did that interview before the current pandemic, and I wish I can get his take on current human behavior patterns. For more information on Brian's profession, go to Arcadia Cognerati. That's a-r-c-a-d-i-a-c-o-g-n-e-r-a-t-i dot com. [Link: <https://arcadiacognerati.com/>]. You can find more info there and you can also go to the *Left of Greg* podcast and you can find that on any kind of pod catching app that you have out there.

This week our Borne the Battle Veteran of the Week comes by way of our Veteran of the Day program. Every day, our digital team honors a veteran on our social media platforms and provides a full blog of that veteran's story. And you can find those blogs at blogs.va.gov [Link: <https://www.blogs.va.gov/VAntage/>]. This week's Borne the Battle veteran of the week is army veteran Antonio Reyna. Antonio Reyna volunteered to join the Army in March 1941 while living in Taos Pueblo, New Mexico. Reyna went to training at Fort Bliss, Texas before deploying to the Philippines in September of 1941. While serving in the Philippines, US forces fought against the Japanese at the Battle of Bataan. Reyna was taken as a prisoner by the Japanese military with other Filipino and American soldiers. Reyna was taken as a prisoner by the Japanese military with other Filipino and American soldiers and was forced into the Bataan Death March. Reyna finally made his way out of the camp following a dropping of the atomic bombs on Hiroshima and Nagasaki. After getting out of the prisoner's camp, he received treatment by the Red Cross. After recovering, he returned to the Philippines to finish his duty before heading back home in October of 1945, where his parents were waiting for him. The Army discharged Reyna in 1946, and he returned to Taos Pueblo, New Mexico where he lived the rest of his life. Passing away November 25th, 2014 at the age of 92 years old. We honor his service.

That's it for this week's episode. If you yourself would like to nominate a *Borne the Battle* Veteran of the Week, you can. Just email us at the email podcast@va.gov. Include a short writeup and let us know why you'd like to see him or her as the Borne the Battle Veteran of the Week. And if you like this podcast episode, hit the subscribe button. We're on iTunes, Spotify, Google Podcast, iHeart Radio. Pretty much any pod catching app, known to phone, computer, tablet, or man. For more stories on veterans and veteran benefits, check out our website, blogs.va.gov [Link: <https://www.blogs.va.gov/>] and follow the VA on social media. Twitter [Link to VA's twitter page: https://twitter.com/DeptVetAffairs?ref_src=twsrc%5Egoogle%7Ctwca], Instagram [Link to VA's Instagram page: <https://www.instagram.com/deptvetaffairs/?hl=en>], Facebook [Link to VA's Facebook page: <https://www.facebook.com/VeteransAffairs>], YouTube [Link to VA's YouTube page: https://www.youtube.com/channel/UCBvOzPLm_bzjtpX-Htstp2vw], RallyPoint [Link: <https://www.blogs.va.gov/VAntage/56052/question-rallypoint-great-place-start/>]. Deptvetaffairs, US Department of Veterans Affairs. No matter the social media, you can always find us with that blue checkmark. And as always I'm reminded by people smarter than me to remind you the Department of Veterans Affairs does not endorse or officially sanction any entities that may be discussed in this podcast, nor any media products or services they may provide. I say that because every week *Borne the Battle*, will aim to go out with something a veteran artist made. Something. Could be a song, could be poetry, something made by a veteran. Where we replace the current outro music with your art. If you're a veteran that would like to submit your music to the show, just hit us up at that email podcast@va.gov, And give us all the pertinent details and we'll use your art as our outro. Again, thank you for listening and we'll see you right here, next week.

[00:20:17] Music

(Text Transcript Ends)