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## PART V - PERFORMANCE AND POTENTIAL EVALUATION (Rater)

a. EVALUATE THE RATED OFFICER'S PERFORMANCE DURING THE RATING PERIOD AND HIS/HER POTENTIAL FOR PROMOTION

OUTSTANDING PERFORMANCE, MUST PROMOTE     SATISFACTORY PERFORMANCE, PROMOTE     UNSATISFACTORY PERFORMANCE, DO NOT PROMOTE     OTHER (Explain)

b. COMMENT ON SPECIFIC ASPECTS OF THE PERFORMANCE, REFER TO PART III, DA FORM 67-9 AND PART IVa, b, AND PART Vb, DA FORM 67-9-1.

LTC Ey is among the top five percent of all public affairs officers I have rated in 26 years of service. He is that good. Brilliant strategist, communicator and Soldier. He assumed the duties of three lieutenant colonels supporting the principals and staff of the Army headquarters G2, G3 and G4 staffs. Simply put, Carl is trusted, respected and sought after for public affairs guidance by peers and general officers alike. Displays the maturity, acumen and common sense approach to problem solving to more senior officers. A phenomenal work ethic. Delivers excellence at every turn. More importantly, he built and synchronized communications operations tying our Army Operations Center public affairs desk to our major Army commands public affairs entities and war fighting operations. In fact, he orchestrated the largest media engagement plan for the Army Operations Center resulting in national and international positive news about the vital work of these dedicated Soldiers and civilians. Calm under pressure and decisive in action, Carl served as the media relations point man during Hurricanes Katrina and Rita. Incredible duty performance. In addition, he planned and executed over 95 on-the-record interviews across his staff accounts. No one has done more in this period of time. A magnificent team player.

c. COMMENT ON POTENTIAL FOR PROMOTION.

Already selected for Senior Service College, this officer is destined to make huge contributions to our Army. Select below the zone for Colonel. Select for the most challenging public affairs and strategic communications assignments.

d. IDENTIFY ANY UNIQUE PROFESSIONAL SKILLS OR AREAS OF EXPERTISE OF VALUE TO THE ARMY THAT THIS OFFICER POSSESSES. FOR ARMY COMPETITIVE CATEGORY CPT ALSO INDICATE A POTENTIAL CAREER FIELD FOR FUTURE SERVICE.

Would best serve Army in IOCF/46. He is an exceptional writer and understands how to work with the media.

## PART VI - INTERMEDIATE RATER

## PART VII - SENIOR RATER

a. EVALUATE THE RATED OFFICER'S PROMOTION POTENTIAL TO THE NEXT HIGHER GRADE

I currently senior rate 10 officer(s) in this grade

BEST QUALIFIED     FULLY QUALIFIED     DO NOT PROMOTE     OTHER (Explain below)  
A completed DA Form 67-9-1 was received with this report and considered in my evaluation and review  YES  NO (Explain in c)

b. POTENTIAL COMPARED WITH OFFICERS SENIOR RATED IN SAME GRADE (OVERPRINTED BY DA)

ABOVE CENTER OF MASS  
(Less than 50% in top box; Center of Mass if 50% or more in top box)

CENTER OF MASS

BELOW CENTER OF MASS  
RETAIN

BELOW CENTER OF MASS  
DO NOT RETAIN

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c. COMMENT ON PERFORMANCE/POTENTIAL

LTC Ey has rapidly become the most indispensable public affairs officer on the Army staff; he is invaluable to the G-3 for all aspects of operational communications and has won the respect of our Army's senior leaders in communicating the most complex and sensitive of issues in this Long War. A master strategist and visionary, LTC Ey is fully engaged in all Army policy and program issues concerning transformation, logistics and intelligence matters, their integration and implications for the warfighter. Articulate, savvy and direct, he is respected by his peers and subordinates alike and is always our weapon of choice for the most challenging undertakings. Enroute to the Army War College this summer, select him now for Colonel. Carl Ey is ready for the toughest senior leader jobs and his experience is just what our Army needs for the future. Real potential for General Officer.

d. LIST THREE FUTURE ASSIGNMENTS FOR WHICH THIS OFFICER IS BEST SUITED.

FOR ARMY COMPETITIVE CATEGORY CPT, ALSO INDICATE A POTENTIAL CAREER FIELD FOR FUTURE SERVICE.

MNCI Director of Public Affairs, Combatant Command PAO, Media Advisor to Chairman, Joint Chiefs of Staff