

NAVY RECRUITER

magazine

Supporting Navy Recruiters

May-June 2011

Vol. 59 No. 3



NAVY RECRUITING COMMAND

CELEBRATING 40 YEARS OF EXCELLENCE... *steer a course for future success*

1971-2011

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Full Speed Ahead*

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You Are The Navy*

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VOLUME 59 NUMBER 3

MAY/JUNE TWENTY-ELEVEN

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Front cover: NRC celebrates 40 years of recruiting excellence. (Illustration by MC2(SW) Dennis Irwin)

Back cover: LT Lauren Mattingly, an intern in the Naval Medical Center San Diego Graduate Medical Education Program, examines a newborn baby in the Neonatal Intensive Care Unit. The graduate program trains doctors in the development of clinical and professional skills. The hospital has 24 accredited programs such as obstetrics gynecology, internal medicine and orthopedics. More than 70 interns are enrolled in the 2011 Graduate Medical Education Program. (Photo by MCSN Joseph A. Boomhower)

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AMERICA'S NAVY

A GLOBAL FORCE FOR GOOD.™



Shipmates:

It has been my highest honor serving as your Commander in the greatest Navy Recruiting Force in the world's #1 Navy ... America's Navy – A global force for good. You successfully met our recruiting mission and recruited the highest quality of young men and women to serve our nation which will have a lasting impact on our Navy for years to come.

During times of rapid change and uncertainty, you recruited more than 75,000 people who answered the call to serve. Your outstanding accomplishments are directly responsible for recruiting Sailors with the right technical skills vital to the Navy's combat readiness and future success.

As the face of our Navy to the nation, you maintained the highest standards of excellence. Attracting and recruiting the highest quality people is the most important mission in the Navy, and when I take command of Carrier Strike Group THREE in

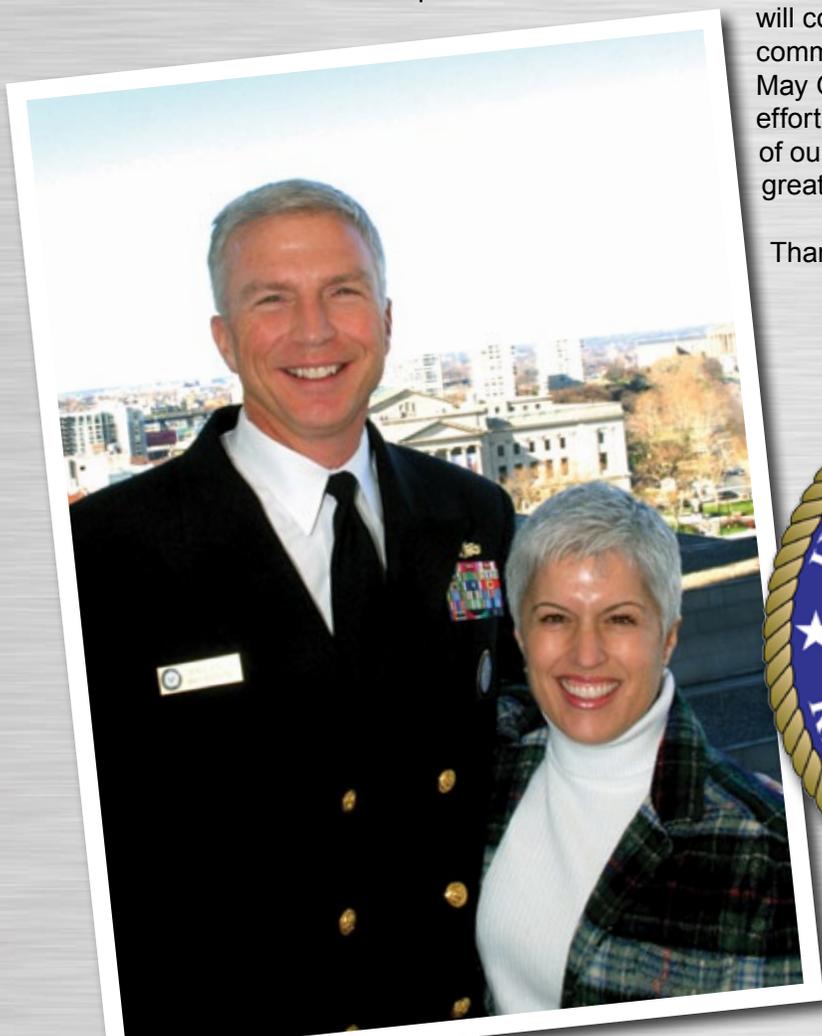
May of this year, I will have the honor of serving with the Sailors YOU recruited. Thank you for gaining trust with America. TRUST IS OUR MOST IMPORTANT PRODUCT.



Rear Admiral Craig S. Faller
Commander, Navy Recruiting Command

As Martha and I depart for our next Navy adventure, we salute each member of the Navy Recruiting team and thank you and your families for your tremendous service and dedication to our mission. I know that you will continue to serve with the same passion, loyalty, and commitment as RDML Graf assumes command. May God bless each of you, your families and your efforts. We shall miss you and cherish fond memories of our time together. Our global force for good demands great people to serve in our Navy – like you.

Thanks for what you do. See you in the fleet!





Navy Recruiting Force:

It is the greatest honor and privilege to serve as your Commander as we continue to “recruit our reliefs.” I have had the benefit of learning the recruiting business and meeting many of you while serving as the Deputy Commander for the past year. As I assume command, I want to praise your dedicated efforts, hard work and outstanding accomplishments, and pledge to you my leadership, passion and commitment as we continue to build on our past successes.

I know you all join me in wishing RDML Faller and his wife Martha “Fair Winds and Following Seas” as they head to Bremerton, Wash., where he will assume command of Carrier Strike Group THREE. We will miss his visionary leadership and engaged mentorship. RDML Faller leaves a strong legacy of success and unwavering dedication to our recruiting team and their families. We know he will be an advocate wherever he goes.

I look forward to leading this great group of recruiting professionals as we find those men and women willing to serve beside us in America’s Navy. With an eye toward the future, we must remind our fellow citizens that “We’re still hiring!” We must also take full advantage of sharing the opportunities our Navy has to offer. As you continue to recruit quality today and build for tomorrow, remember that our overarching priorities continue to be:

(1) Informing, inspiring, influencing, and hiring the best and brightest for service in America’s Navy;

(2) Ensuring our Recruiting Force has the resources today and is prepared for the future; and

(3) Igniting awareness and building trust with America as the face of the Navy to the nation.



Rear Admiral Robin L. Graf
Commander, Navy Recruiting Command

I want to thank each of you for your continued dedication and commitment to our Navy’s most important mission – recruiting – and for making America’s Navy a global force for good. Keep the press on and let’s finish the year with the highest quality in recruits, recruiters, processes and customer service.

My husband Tim and I want to give our personal thank you and best wishes to each of your families as they are important members of our recruiting team. Our success is due in large part to their unwavering support and selfless sacrifice. Together we form the greatest recruiting team in the world’s greatest Navy.



NRC CELEBRATES



Years of Excellence



Story by MC2(SCW) Michael B. Lavender, NRC Public Affairs
Photo by MC1 Christopher Blachly, NRC

MILLINGTON, Tenn. – “Be Someone Special.” “The Navy. It’s not just a job; it’s an adventure.” “Let The Journey Begin.” “Navy. Accelerate your life.” “America’s Navy – A global force for good.”

These recruiting slogans are part of the 40-year history of Navy Recruiting Command (NRC).

On April 6, NRC celebrated its 40th anniversary during a ceremony reflecting on the command’s history and looking to the future.

“I’m honored to talk to Navy Recruiting Command today on the 40th anniversary of our command,” said RDML Craig Faller, commander, NRC. “We are the world’s number one recruiting force in the best navy in the history of the world; what a place to work. We’ve brought in over three million people. When you look at that, it’s just powerful. It propels the fleet into the future. We own the future of the Navy.”

The year 1971 saw major events unfold in U.S. and world

history. China had just joined the United Nations. Walt Disney World opened its resort in Florida and the cost of gas was 40 cents a gallon. However on April 6, 1971, a major event occurred that would impact the world of Navy recruiting for the next 40 years and beyond.

The Secretary of the Navy, in response to the challenges of the forthcoming end of the draft and the increased emphasis on Navy recruiting, approved the establishment of NRC as a field activity of the Chief of Naval Personnel.

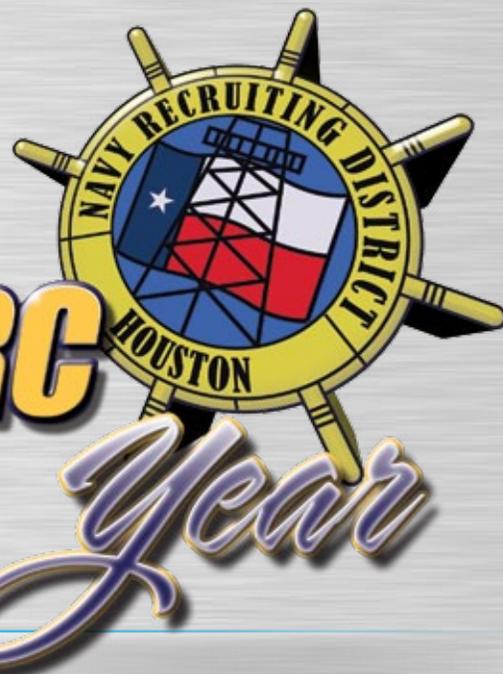
“It was a different world,” said Jackie Deneault, secretary for NRC’s Manpower and Human Resources Department, who has been at NRC since the beginning. “Being my first time working for a government job, I had to learn the ins and outs. After a while, you know, everyone helped you out. Once you learned your job, you felt more at ease with what you were doing.”



Karen Southwell, left, and Jackie Deneault were presented plank-owner certificates by RDML Craig Faller, commander, NRC, at the command’s recent 40th anniversary ceremony. Southwell and Deneault both worked for Navy Recruiting before it stood up as its own command on April 6, 1971, to meet the demands of an all volunteer force following the Vietnam War.

See “40 Years” on page 30

Houston Sailor Selected as NRC Sailor of the Year



Story by MC1(SW/AW) Kimberly R. Stephens, NRD Houston
Photo by MCC Bradley J. Sapp, NRD San Diego

HOUSTON – “I got one!” shouted the 2010 NRC Sailor of the Year as she shot her first clay in the Homes for Our Troops clay shooting event. This first-time rifle shooter, clay-event participant and volunteer managed to shoot 25 more.

“I am not giving up,” she said. “I am going to do this,” as she loaded the next round of bullets.

Volunteering her time, her never-give-up attitude and persistence is an example of why NC1 Tara Concepcion-Valls was selected as the 2010 NRC Sailor of the Year.

“She was chosen to represent Navy Recruiting District Houston and ultimately NRC because she exemplifies what I like to call the ‘360-degree Sailor’ or ‘total Sailor concept,’” said NRD Houston CMDCM James D. Brown. “When I think of Sailors who are out there doing it right, her names jumps to the very top of the list!”

Concepcion-Valls excels in her Navy job as recruiter in charge while resurrecting the First Class Petty Officers Association and was elected president. She also organized the command’s color guard team, is on the command assessment team and the multi-

cultural committee, and can be found at all community-outreach programs.

“She is also taking classes to pursue a degree,” said CDR Joseph Tubbs, NRD Houston executive officer.

“Her total commitment was what made Petty Officer Concepcion-Valls stand out from the rest of her peers.”

Concepcion-Valls, a native of Budd Lake, N.J., joined the Navy a little more than 14 years ago. She separated in 2003 to become a reservist and to apply for the Canvasser Recruiter Program.

“I wanted to be able to stay in Houston,” she said. “My parents moved here and my husband’s job is here. Houston is my new home.”

She is now a Career Force Recruiter and on active duty again.

“I love it!” she said. “Ultimately, I get to impact peoples’ lives and educate others on what I have been able to take part in for so long [in the Navy]. There is truly no other experience like the Navy.”



During the Senior Enlisted Training Symposium in San Diego, NC1 Class Tara Concepcion-Valls, assigned to NRD Houston, was announced as the NRD 2010 Sailor of the Year.

As a career Sailor, Concepcion-Valls makes sure Sailors under her supervision also succeed. Her Sailors are often found volunteering for command events.

"I like to do things that inspire and drive me as a person. I also like to instill in my Sailors the same values and make sure I set them up for success," she said.

Concepcion-Valls was recognized professionally this past year as 2010 Recruiter in Charge and was responsible for her recruiting station earning 2010 Medium Station of the Year for NRD Houston.

"Not only did she earn top honors for her performance, but so did the Sailors that worked for her," said Brown. "Under her training and mentorship, one of her recruiters was selected as NRD Houston's Naval Reserve Officer Training Corps and Nuclear Recruiters of the Year."

Being in the Navy has allowed Concepcion-Valls to do things she has never done before or even thought of trying.

"Shooting clays at the Homes for Our Troops event was one of the coolest experiences. Not only did I get to shoot a shotgun for the first time, but I also got to volunteer to help raise money to help returning disabled veterans," said Concepcion-Valls. "As a whole, it was one of the coolest experiences I have had in a while."

Coincidentally, many of her experiences have come from volunteering in the community which impacts the things the Navy looks for in a leader and a Sailor. She discovered her desire to volunteer while stationed in San Diego.

"I had just joined the Navy and I fed the homeless at St. Vincent de Paul," said Concepcion-Valls. "The next thing I knew, I was going to every event the naval station threw out there for us to volunteer."

When Concepcion-Valls began working at NRD Houston, she continued her desire to volunteer. She can be found at almost any event planned for the district.

"Volunteering is a large part of what I do whether it is organizing or just participating," said Concepcion-Valls. "Currently, I am a part of the Junior Achievement Program with middle school students in underprivileged areas," said Concepcion-Valls.

"She is the best we have! She is my go-to Sailor. She is knowledgeable. 2010 Recruiter in Charge and the backbone of Zone 5," said NCC(SW) Matthew Maduemesi. "I wish I could take her with me to my next command."

Concepcion-Valls does not take being NRC Sailor of the Year lightly.

"It is really a great honor and it comes with great responsibility," she said. "I hope to be able to take it all the way up through the Chief of Naval Operations level because it would be a true testament and thank you to my supervisors, my peers and my Sailors."

Concepcion-Valls has a moment to bask in the glory of becoming NRC Sailor of the Year, but she cannot relax just yet. Her next competition is in April in Washington, D.C.



Navy Recruiting Service Ribbon



Recruiting is a tough job and like many tough jobs, there are special perks that come with it. One of them is the Navy Recruiting Service Ribbon.

To be awarded the Navy Recruiting Service Ribbon, a Sailor must be assigned to one of the Navy's major recruiting commands and complete a standard three-year tour of duty. All those qualifying for the Navy Recruiting Service Ribbon must receive a recommendation from their commanding officer before the ribbon is presented. Additional awards of the Navy

Recruiting Service Ribbon are denoted by service stars. Bronze numerals, placed near the right edge of the ribbon, are used to denote the number of Gold Wreath awards earned for superior productivity.

Even after your recruiting tour, those gold wreaths may get filed away in a service record, or drawer somewhere but your rack ribbon will proudly display your tour and awards.



NAVY ForMoms.com

Earns Top Award for Social Media



Story by MC2(SCW) Michael B. Lavender, NRC Public Affairs
Photo by MC1(SW/AW) Vernishia R. Vaughn, NRD Chicago

MILLINGTON, Tenn. – NRC's NAVYForMoms Web site was awarded the Optimas Service Award for 2010 at a ceremony held in Chicago, Ill., March 24.

RDML Craig Faller, commander, NRC, accepted the award citing the benefits of using the Web as a platform for people to share their Navy experiences.

management leaders have created an initiative to help another constituency within the organization meet its business goals. The U.S. Navy won for an outreach program to mothers to help recruiters meet their enlistment goals.

See "Navy4Moms" on page 30

"Our families are passionate about the pride they have in their sons and daughters serving in America's Navy," Faller said. "This passion shared through social media has grown beyond anything we could have imagined. Families of current Sailors sharing information with families of future Sailors really helps answer many of the questions about life in the Navy. Our recruiters are always available to answer questions, but when parents or even grandparents share their own experiences it's really powerful."

The service award is given to the organization whose workforce



Accepting the Optimas Award in Chicago recently were CDR Brent Phillips, left, director, NRC Advertising and Marketing Department; Jennifer Monaghan, senior account director, Campbell-Ewald (NRC's advertising agency); and RDML Craig Faller, commander, NRC. The award recognizes the service provided by the NAVYForMoms.com Web site.

NASCAR Driver Re-Enlists

NRD Raleigh

Sailor



Story and photo by Kelly Wright, NRD Raleigh Public Affairs

MOORESVILLE, N.C. – NASCAR driver Kasey Kahne held a re-enlistment ceremony at his office in Mooresville, N.C., for NC1 Gary Peach of NRD Raleigh. Joining Peach on this special occasion was his wife and NRD Raleigh Executive Officer, CDR Richard Brantley.

Peach has been in the Navy for nearly 12 years and plans to serve until retirement. His first command was aboard USS *John C. Stennis* (CVN 74) in 1999. His first recruiting duty was in 2004 when he was assigned to NRD Ohio. In 2007, he returned to ship duty aboard USS *Underwood* (FFG 36). He has been assigned to NRD Raleigh since 2009.

The re-enlistment is one Peach and Brantley will always remember. Brantley said of Kahne's involvement, "It was impressive to find how involved he's been with other military morale projects. There were a number of military plaques and memorabilia on his office walls. This was definitely one of those days in your career that you don't forget."

Kahne gave them a tour of the entire facility. Peach was allowed to go inside the trucks that carry race cars and equipment. He also saw race cars in various stages of production in the garage area. Peach said, "It was such an enjoyable experience having Kasey Kahne re-enlist me. I was able to speak with him about the job I do for the Navy as a recruiter. He then showed me what it takes for him to compete on the racetrack for NASCAR."

Kahne posed for photos and signed memorabilia for the trio and Peach gave Kahne a Navy recruiter T-shirt.



Well-known NASCAR driver Kasey Kahne reads the oath of re-enlistment during a ceremony for NC1 Gary Peach of NRD Raleigh. Kahne invited Peach, his wife, and CDR Richard Brantley, NRD Raleigh executive officer, to his office in Mooresville, N.C., for the ceremony.



Recruiters Pay Valentines Visit to Hospitalized Vets



Story and photos by MCC(SW/AW) Gabe Puello, NRD Miami Public Affairs

MIAMI – Hospitalized veterans were presented valentines Feb. 14 by NRD Miami recruiters, Miss Florida, Miami Heat Dancers and Miami Dolphins Cheerleaders at the Miami Veterans Administration (VA) Hospital.

The annual Valentine’s Day event to show a little love and appreciation to those who have served in our country’s military is hosted by the Miami VA Hospital and attended by local celebrities as well as military organizations.

“Visiting these vets and them talking to me, the recruiters and cadets, like we were family was a completely new experience for me. I guess in a way, we are [family]. I can’t wait to start boot camp in June and be a part of this team,” said future Sailor Veronica Robinson.

Robinson is slated for training to become a master-at-arms after completing boot camp. She and other future Sailors from Navy Reserve Recruiting Station Miami escorted the Varela High School NJROTC Cadets through the Psychosocial Residential Rehabilitation Treatment Program wing of the hospital. This is where



Top: NRRS Miami Recruiter in Charge NC1 Sheldon Sargent receives a coin from Georgina Krell that depicts her son, Medal of Honor recipient (posthumous) PFC Bruce Carter. Carter was killed in Vietnam in 1969 when he threw himself on a grenade to protect his fellow Marines. Krell volunteers at the VA facility which is named for her son.

Above: NC1 Sheldon Sargent, left, recruiter in charge of NRRS Miami, future Sailor Veronica Robinson and the Miami Heat Dancers visited veterans at the Miami VA Medical Center and presented them with valentines and gift bags to let them know they’re remembered and appreciated.

patients suffering from post-traumatic stress disorder meet in group treatment.

The National Salute to Veteran Patients Week is an official VA program that is celebrated at VA Medical Centers across the country. This annual, weeklong celebration, formerly called “No Greater Love Week” and “National Salute to Hospitalized Veterans Week,” dates back as far as 1978.



Hospitalman Awarded Medal for Lifesaving



Story and photo by MC1(SW/AW) Keith Bryska, NRD Ohio Public Affairs

GREAT LAKES – CDR Edward M.G. Rankin, NRD Ohio commanding officer, awarded the Navy and Marine Corps Achievement Medal to HN Kathryn J. Bowers of Ashland, N.C., during her graduation ceremony at Naval Hospital Corps School, Great Lakes.

Bowers said she was surprised to receive the award and felt honored to get it in front of her peers and instructors. “I always wanted to serve my country and join the Navy. I felt becoming a corpsman would allow me to serve proudly while trying to help others in the Navy.”

For over a hundred years hospital corpsmen have saved the lives of their shipmates. Bowers began living up to that legacy while still serving in the Delayed Entry Program at NRS Lexington, Ky.

Last year a group of future Sailors from NRS Lexington were conducting regular physical training when one of their own collapsed. Noticing this, Bowers quickly took charge of the situation and immobilized the individual. While working diligently to get a response, she recognized that her shipmate was suffering from heat exhaustion. She immediately directed personnel on the scene to call 911 and then administered help until paramedics arrived.

“Drawing on her personal medical experience to take charge and provide the necessary first aid was impressive, and well above that expected,” said Rankin. “I was very proud of her actions and recognized immediately that she was the exact type of person we need in the Navy. I knew we needed to recognize her for her actions.”



CDR Edward M.G. Rankin, NRD Ohio commanding officer, awarded a Navy and Marine Corps Achievement Medal to HN Kathryn J. Bowers during her graduation ceremony at Naval Hospital Corps School, Great Lakes for her actions in saving the life of a fellow future Sailor.

Rankin stated, “I was glad to present the award to her. Our most important asset in the Navy is our Sailors. By personally presenting awards we not only recognize Sailors for their achievements, but also show on a very personal level that we, as leaders, consider them important. As a leader, the greatest thing we can do for our Sailors is give them our time.”



Navy Guidance Leads to Teamwork



Story and photo by James Lumsden, NRD Chicago Public Affairs

CHICAGO – The watchwords honor, courage and commitment have taken on new meaning in the town of Wales, Wis., where Navy recruiter AWO2 Charles Wade has coached a rag-tag eighth grade basketball team to contender status in one short season. Wade sums it up by substituting three new watchwords: Hard work, patience and dedication.

The 11 young men on the Kettle Moraine Community School District Laser B team suggest different reasons for the improvement in their play. Some say that it is because of Wade's insistence on improving personal ball-handling skills. Others credit it to the pressure he puts on them to work as a team. Either way, it is clear that Wade has made a difference.

"Everyone gets a chance to practice their own shots and ball-handling moves individually at first, and then we play against each other as teams later in practice. All of that is interrupted periodically for short breaks and some open discussion," Wade says. "I talk with each person individually about his strengths and weaknesses, but that discussion takes place in front of the entire group. What happens from there is the most interesting.

"After the discussion, each kid works personally on his own skills, trying to better their weak spots. But since everyone was in on all of the discussions, the kids work as a team to take advantage of all the strengths we identified. As a result, we get to be a better and better team each week."

Unlike other coaches in the league, Wade is not a parent of one of the players. Instead, he is simply a volunteer engaging in a sport that he loves. "I grew up in North Carolina and went to school at the Mt. Zion Christian Academy in Durham. The school has graduated a lot of great basketball stars. I might never have reached that status anyway, but a knee injury made sure of that," Wade reported.



AWO2 Charles Wade (yellow shorts) with NRS Milwaukee guides some of his basketball team members through a one-on-one scrimmage. This is Wade's first year to coach the team, which ended the season fourth out of 22.

Wade is an active recruiter for NRD Chicago, working from the Navy's recruiting station in Milwaukee. While working out at his local YMCA, he gave some tips to a young man regarding his jump shot. The young man's parents noticed, and one thing led to another. A week later, the director of the program, Joe Varick, told him of this coaching opportunity and Wade took it.

"This is the only team in the league that does not have a parent as a coach," said Dan Stetler, father of one of the players and last year's coach.

"As parents, we have grown accustomed to stepping in to handle the coaching job, and somehow we managed to get this team playing better each year. You might expect that some parent would resent having Charles take on this job, but that didn't happen. Instead, we all recognize that he can be tougher on these kids than any of us would be. They like it and they learn. That's what is important," Stetler concluded.

Most of these kids have been playing on the same team now for about four years. While some started playing in fourth grade, most began in fifth grade, and a few joined just a year or two ago.

Wade has not had to recruit additional talent, but he did put his wife Crystal to work in this endeavor. "I use our home video camera to take game films of each game,"

Crystal said. "Charles had something to say about how well I was doing that for the first few games, but the results are pretty good now."

Adding technology to the process is something that Wade has become accustomed to during his tenure in the Navy. "We have a Web site where we post the game films so that all the kids can study the films between practices. It helps us see where we can do things better, and we work on those things in practice. We can also see what the other teams are doing and find ways of playing around that to score more points," Wade added.

How do the kids feel about it? "He can be pretty tough, sometimes," said one of the players. "We can take it, though, and we play better," another chimed in.

Early in the season, this team ranked in the lower third of this 22-team league. By season's end, the team finished fourth.

"Service is what my life is all about," Wade said. "It's why I'm in the Navy, recruiting young people and changing their lives for the better. This group is too young for the Navy right now, but if in my off hours I can be an example that leads some of these kids and their friends to their local recruiting station at some point in the future, so much the better. For right now, we're just all about basketball."



Commander, NRC, RDML Craig Faller, left, and CAPT Chris Davis, commanding officer, NRC Reserve Support Unit (RSU), cut a ribbon officially opening the NRC annex. The annex was destroyed in the May 2010 flood that placed much of Naval Support Activity Mid-South underwater. After nearly a year of renovations, the annex was reopened and now houses NRC RSU. "This is not about a building, it's about our people," said Faller. "Our people took a bad experience from last May and turned it into a great opportunity by renovating a building destroyed in the flood to make a home for our Reserve Support Unit. Our RSU members will now be co-located with us here at headquarters, meaning we can provide even better support to our recruiting mission. This is important because we couldn't complete our Navy mission without the support of our Navy reserves." (Photo by MC1(AW) Christopher D. Blachly, NRC)

Discovery Channel Films Navy MQ-8 FireScout

MILLINGTON, Tenn. – A video crew from Discovery Channel’s “How Do They Do It?” show went to Naval Air Station Pawtuxet River to film the Navy’s MQ-8 FireScout unmanned helicopter.

The crew filmed the Navy’s drone for two days, highlighting the project’s cutting-edge technology.

“It was a great opportunity for us to come out and film the Navy’s unmanned helicopter,” said Nick Patterson, a film producer for the Discovery Channel. “We look for new bits of technology for our show which shows cutting-edge technology and science. We heard about this and we talked about it with both Discovery and the Navy. We wanted to showcase what the Navy had to offer in a leading technological field.

“It’s been great and really easy coordinating with the Navy,” said Patterson. “The public affairs staff has been really helpful. It was a real privilege to come out, shoot video, and interact with the crew and support people. I’m looking forward to making a film that hopefully justifies just how amazing the aircraft is.”

During the shoot, the two-man video crew filmed hover tests, maintenance shots, towing, interviews with key personnel, and launching and recovery operations.

“It’s an amazing vehicle,” said Patterson. “It’s able to do the job whether in a remote area supporting an Army unit or working in the Navy’s service fighting piracy. A while back, this kind of stuff was only around in sci-fi. Then you heard about it being talked about. But now to see it was an absolute privilege.”

The FireScout, which is still in development, is one of the Navy’s newest tools in the war on terrorism and in its global force for good missions, which include fighting piracy and humanitarian assistance.

Story and photo by MC2(SCW) Michael B. Lavender, NRC Public Affairs

A Discovery Channel crew recently filmed the Navy’s MQ-8 FireScout unmanned helicopter for a segment on one of their programs. They videoed various aspects of the cutting-edge aircraft as well as interviewed key personnel.



Navy Recruiting District Miami Partners for a Greener Future



Story and photo by MCC(SW/AW) Gabe Puello, NRD Miami Public Affairs

MIAMI – As part of the Navy’s commitment to preserving and protecting the environment, cutting costs, and going green, NRD Miami recently participated in the 2011 Go Green Auto Rally (GGAR).

GGAR teaches drivers to reduce their carbon footprint, significantly reduce their fuel consumption and increase safety behind the wheel of their own vehicle – no matter what they drive. The program offers hands-on, real-world driving instruction to teach drivers sustainable, green-driving principles through driving behavior modification and the use of the latest mobile technology providing real-time feedback from GGAR’s smartphone application that drivers can utilize during any driving situation.

NRD Miami recruiters drove their government Dodge Avenger and Ford Fusion hybrid vehicles and competed against teams from the city of Miami, the Air Force, the

Miami Police and Fire Departments as well as students from the University of Miami and Miami-Dade College.

“This Go Green Auto Rally will improve the environment and our community at the same time,” said EN1 Daniel Rivas, recruiter, NRS Metro. “It exemplifies our ongoing commitment to provide a healthier and safer place to live, work and play. We have 43 stations with one-three vehicles per station in our recruiting command and the green driving skills we learned today will be shared with all of our recruiters.”

Participants drove a pre-mapped, 11-mile route



L. Aiello · S. Ara · M. Alboreto
F. Biele · R. Capello · J. Davies
J. Herbert · P. Kaffer · J.J. Lehto

NRD Miami recruiters EN1 Daniel Rivas, left, and ABH2 Wendell Aquino participated in the 2011 Go Green Auto Rally in Miami. Celebrity driving hosts Allan McNish and Gunnar Jeannette of the American Le Mans Series were also on hand at the event with McNish’s race car, shown here.



Adelaide · Dallas
Donington
Sears Point
Houston · Jarama
Laguna Seca
Miami · Las Vegas
Le Mans 24
Lime Rock · Mid Ohio

2

Shell
V-Power

through the city of Miami to set a baseline reading for GGAR's proprietary smartphone application. The app recorded each driver's telemetry and driving attitude based on their behavior behind the wheel. After returning to rally headquarter, drivers were then briefed on green driving practices by GGAR instructors, including special celebrity driving hosts Allan McNish and Gunnar Jeannette of the American Le Mans Series, and were asked to re-drive the same route armed with green driving principles they learned. The results were extraordinary.

The top three finishers of the day all drove some of Detroit's most powerful V8 vehicles – two Dodge Ram pickup trucks and a Ford Mustang GT convertible. McNish and Jeannette spoke to drivers about the importance of green driving and illustrated how driving green is not driving slowly. Green speed was on everyone's minds as McNish spoke in front of his Le Mans winning Audi R8 race car, on site to promote an upcoming race.

The Navy is celebrating the 41st anniversary of Earth Day on April 22, and is forming partnerships in the public and private sectors in order to promote and support its energy and environmental goals. The Navy

and its partners are working to support research and development of alternative energy sources as a way to safeguard the environment.

GGAR has been named as a finalist by the internationally-known 2011 Edison Best New Product Awards.

"The Secretary of the Navy has raised the bar for the Department of the Navy by committing that we will be leaders among the services, the Federal Government, and the nation in achieving aggressive goals for energy efficiency" said Jackalyne Pfannenstiel, Assistant Secretary of the Navy (Energy, Installations and Environment). "His initiatives are tied directly to our national security interests, but achieving them will have other benefits, including better use of limited resources and healthier communities."

By 2020, 50 percent of the Navy's total energy consumption will come from alternative sources. For NRD Miami, that means going green is not an option but a mandate to preserve our environment by the use of the most up-to-date technologies available.



DENVER

Future Sailor and Explosive Ordnance Disposal candidate Christopher Valderrama is suited up in a vintage Mark V dive suit by retired Navy divers CAPT David Oppenheim, left, a former Special Operations officer, and HT2(DV) Robert "Bo" Greeley during a dive presentation to the Denver Council Navy League. Oppenheim, chairman of the Recruiting District Assistance Council (RDAC), and other RDAC members work in concert with NRD Denver's senior management team to maintain a close relationship with various Navy and civic organizations throughout the region. (Photo by Dan Puleio, NRD Denver Public Affairs)

SAILORS VOLUNTEER AT

LEGO®

COMPETITION AT SCHOOLS



Story and photo by MC1(SW/AW) Keith Bryska, NRD Ohio Public Affairs Office

CINCINNATI – CDR Edward M.G. Rankin, NRD Ohio commanding officer, and Sailors recently volunteered time to help out in two FIRST LEGO® League Regional Tournaments at local schools.

The FIRST LEGO® League, or FLL, is a collaboration between the LEGO® Company and F.I.R.S.T. (For Inspiration and Recognition of Science and Technology), a non-profit organization founded by entrepreneur Dean

Kamen, who is probably best known as the inventor of the Segway Human Transporter. F.I.R.S.T. is committed to creating robotic competition programs that will excite and inspire children, from kindergarten through high school, to excel in math and science. FLL is a multi-disciplinary program that combines engineering, computer programming, problem-solving, research, presenting and teamwork into an intense eight-week period.

“I enjoy volunteering because I enjoy helping kids learn, and have fun while doing so. Also, when volunteering for activities such as this one, you are able to learn things from the kids you are helping,” said CE2 Eric Gable.



CDR Edward M. G. Rankin, NRD Ohio commanding officer, judges a FIRST LEGO® League competition at a local school.

Sailors helped out in various ways, such as management of practice areas to ensure each team was allowed five minutes to make last-minute adjustments to their robots; setting up the stage, chairs and tables; and evaluating each individual team and its members. They were also given the opportunity to award 12 individuals with the Gracious Professionalize Award.

When asked why it was important for the Navy to volunteer at these events, Rankin said, "The Navy of today is a technologically complex organization that needs Sailors and officers to be ready to face the challenges of these complexities. So, this event that was specifically focused on science, technology, engineering, and math (STEM) disciplines provided the perfect place for the Navy to be involved. We need to promote STEM programs so that our future Sailors are better prepared for service in the Navy."

"What I enjoyed most about the event was the ability to give out surprise awards. There were many ways a

kid could earn one of these awards, such as helping someone from another team, to doing something to help the event without being asked" said STS2 Silas Spikes. "I gave one to a deserving young man for emphasizing the team aspect of the competition. When I asked him who completed what in his project, he replied 'We all had a hand in it.' While other teams stated that 'I did this, he did that and she did this.' I thought that was a perfect example of Gracious Professionalize as well as being a team player at all times."

"The Navy continuously needs to replenish our personnel manning and end strength. Everyday our recruiters fulfill that mission. However, living and working for today is not the whole answer. By being involved in youth events at the middle/junior high school level, we provide a presence and plant seeds for future consideration for service in the Navy," Rankin said.



Navy Recruiting Command was a finalist in ERE Media's 2011 Recruiting Excellence Awards in the Recruiting Department/Function of the Year category. Accepting the award on behalf of commander, NRC was CDR Robert W. Mook III, NRD San Diego commanding officer, right front. The presentation was made during a two-day conference in San Diego where hundreds of recruiting leaders from private corporations shared information. Mook said, "It was an honor and a privilege to represent the entire Navy alongside esteemed private sector companies competing for these prestigious awards." (Photo by MCC Bradley J. Sapp, NRD San Diego Public Affairs)



Partnership Offers Recruiters Faster Path to Degree

Story by MC2(SCW) Michael B. Lavender, NRC Public Affairs
Photo by MC1 Stephanie C. Soderlund

MILLINGTON, Tenn. – Commander, NRC partnered with Post University Feb. 3 to create a program specifically suited to Sailors serving in the recruiting field.

Sailors serving as recruiters are eligible to earn up to 21 credits toward an associate degree or up to 48 credits toward their bachelor's degree for professional military and recruiting training. Post University also accepts credits from other accredited universities, and has reduced its tuition and eliminated the cost of books, leaving Sailors with no out-of-pocket expenses.

“The opportunity to advance your education is one of the many benefits of recruiting duty,” said RDML Craig Faller, commander, NRC.

The partnership was made official during a ceremony held at the Navy Recruiting Orientation Unit (NORU) in Pensacola, Fla., where all Navy recruiters are trained prior to being assigned to their recruiting district.

“These kinds of educational partnerships help our recruiters make the most of their off-duty education opportunities,” Faller said. “Advancing your education will help with your advancement opportunities as well as prepare you for careers outside the Navy.”

Sailors interested in enrolling at Post University may pursue an undergraduate or graduate degree, or enroll in a professional certificate program before, during or after serving as a recruiter. Any credits recruiters earn during their recruiting tours are transferable if they move to another assignment.

“Post University is deeply committed to serving those men and women who serve our country,” said retired Marine Lt. Col. Edmund J. Lizotte, director of Military Programs and Veterans Affairs at Post. “We have taken the time to learn what military personnel need to be successful in this kind of program, and then made sure

we could provide it. In addition to lowering our tuition, we make sure each Sailor who enrolls with us has an academic advisor who provides personalized support from application to graduation.”

Post University courses can be completed entirely online, creating a learning environment best suited for a recruiter serving in a remote area of the country or a recruiter serving in a bustling metropolis.

“Part of our global force for good includes educational opportunities,” Faller said. “This is one more way we bring those educational opportunities to our recruiters who serve around the nation, oftentimes in remote locations.”

Post University is a proud participant in the Yellow Ribbon Program and a member of the Servicemembers Opportunity Colleges. The university is also regionally accredited by the New England Association of Schools and Colleges and licensed by the State of Connecticut through the Department of Higher Education. Students may choose from 17 undergraduate degree programs, as well as a Master of Business Administration, Master of Education, Master of Human Services and Master of Public Administration.

Founded in 1890 and located in Waterbury, Conn., Post University provides a wide array of degree programs for on-campus and online students of all ages. The university also has special programs and tuition rates for both active and veteran military personnel and their dependents who want to complete their undergraduate or graduate degrees.

“I look forward to working with Post University to continue my education and get my degree,” said ABH2(AW/SW) Dickdale Pascual, a NORU Student. “It will be very beneficial while I am recruiting since I can use Post University online.”

“This is a great opportunity for me to get an associate’s degree since it is very convenient,” said BM2(SW) Derek Hoffman, another NORU Student. “I see this as a good chance to excel as an individual while still helping my team when I am a recruiter.”

For more information on Post University’s Military Program and the NRC partnership, visit www.post.edu/military/.



CDR Robert Dews, left, officer in charge, NORU; Frank Mulgrew, president, Post University Online; RDML Craig Faller, commander, NRC; and Dr. Ronald Ogrodnik, president, Post University, cut the ceremonial cake at the festivities celebrating the partnership between NRC and Post University. The partnership gives recruiters credits for their Navy and recruiting experience.



At a speech about the state of America’s Navy and recruiting today, CDR Michael J. Rodman, commanding officer, NRD Miami, answers a question from the president of the Everglades Council Navy League, standing right. This group of highly influential centers of influence assist NRD Miami recruiters daily in their attempts to make mission. (Photo by MCC Gabe Puello, NRD Miami Public Affairs)

RINGING IN THE YEAR OF THE RABBIT



Story and photo by MC1(AW/SW) Anthony Briggs, Jr., NRD Los Angeles Public Affairs

LOS ANGELES – Recruiters from NRD Los Angeles took part in the 2011 Golden Dragon Parade and Festival in downtown Los Angeles, Feb. 5.

RDML Jonathan A. Yuen, deputy chief of staff for Logistics, Fleet Supply and Ordnance, U.S. Pacific Fleet, is the grandson of Chinese immigrants and served as the honorary grand marshal of the parade through downtown Chinatown.

“I’m honored to be a part of this celebration. This is my second year here, and I’m looking forward to a great time,” said Yuen.

Hundreds of Angelenos from all walks of life lined the streets of Chinatown to view local marching bands, colorful floats, and dragon and lion dancers as they marched in honor of the Year of the Rabbit.

According to the Chinese zodiac, each year is ruled by one of 12 animals — rat, tiger, rabbit, dragon, snake, dog, horse, sheep, rooster, pig, monkey and ox.

During the parade, members from the Navy team stopped to shake hands and take photos with the cheering crowd.

“The outpouring of support today has been fantastic,” said LT Jason Julao, NRD Los Angeles assistant operations officer. “And today we’re celebrating with one of many cultures that help to make America great.”

LCDR Anthony Q. Tran, Navy Personnel Command, regional diversity outreach officer, coordinated the Navy’s efforts to join with the Chinese Chamber of Commerce to support this year’s festivities.



RDML Jonathan A. Yuen, left, deputy chief of staff for Logistics, Fleet Supply and Ordnance, U.S. Pacific Fleet, and LCDR Anthony Q. Tran, regional diversity outreach officer, Navy Personnel Command, wave to the crowd during the 2011 Golden Dragon Parade in Los Angeles celebrating the Chinese New Year. Yuen, a second generation Chinese-American from San Francisco, served as the honorary grand marshal for the parade.

“Supporting events like the Golden Dragon Parade is a part of the Navy’s outreach efforts to reach a variety of diverse populations,” said Tran. “By partnering with the various communities here in Los Angeles, we are helping to generate knowledge of the Navy and what the Navy means for Angelenos.”



Siblings Join AMERICA'S NAVY Ship Out Together



Story by MC2(SCW) Michael B. Lavender, NRC Public Affairs

MILLINGTON, Tenn.

– Every day many people join the U.S. armed forces.

For one family, the tradition of service continues into the next generation as a mother, who serves as a religious programs specialist at NRC, watches with pride as her son and daughter join the Navy.

“I am very proud of my children and the decisions they have made to join the Navy,” said RP2 Valeisa Allen. “They have been good children and have shown that they have the courage and integrity to be successful in the military.”



Proud mother RP2 Valeisa Allen is flanked by her children, Brandi and Brian Wiley, on the day they were sworn into the U.S. Navy at the Military Entrance Processing Station in Richmond, Va. Allen is on the staff at NRC. (Courtesy photo)

For future Sailors Brandi and Brian Wiley, the decision to join the Navy presented an unexpected bonus when they discovered they would both ship to boot camp at Recruit Training Command in Great Lakes, Ill., on the same day.

“It was a surprise to find out,” said Brian. “I knew we might be together in boot camp but when our dates got shifted, it was a pleasant surprise. My recruiters were a huge help to me. I was initially signed on as a sonar technician, but my recruiters knew I wanted to be in the Navy’s nuclear program. I took the test and qualified for it, but at the time they didn’t have slots open. My

recruiters kept me informed and when a spot became available, they got me in. They definitely treated me as a person, not just a number.”

Brian will attend nuclear power school following boot camp, serving in one of the Navy’s most rewarding and demanding fields.

Brandi will attend hospital corpsman “A” school after boot camp graduation.

“I’m excited to be a Navy hospital corpsman,” said Brandi. “It’s a job that has the potential to lead to a successful career. My recruiters were very helpful in assisting me in selecting my field. When

I graduated high school, I knew that I had some options to pursue and I thought that the Navy would be the right choice for me.”

“I didn’t have too much involvement at first,” added Allen. “The recruiters just thought I was a typical mother yet they still included me on every update my son and daughter had from their initial enlistment all the way up to their departure for boot camp. They were very professional and were a joy to work with to help my son and daughter enlist in America’s Navy.”



LOCAL STUDENTS TOUR NRC'S CREATIVE DIVISION



Story and photo by MC2(SCW) Michael B. Lavender, NRC Public Affairs

MILLINGTON, Tenn. – Students from a local high school recently had an opportunity to tour NRC's Creative Division, spending most of a morning learning from briefs, working with equipment and asking division personnel questions.

"We loved the experience last year," said Karen Neal, a visual communications teacher for Brighton High School.

they might end up using in their artistic fields," explained MC2 Joshua Hammond, a Creative Division graphic artist. "It's an entirely different view in a classroom as opposed to seeing it in real life. I had the chance growing up to talk to some people who were in the video field while I took those courses. I enjoyed learning and hearing from a professional instead of reading about it in a classroom setting."



Rafal Dzedziniewicz, producer-director at NRC's Creative Division, addresses a group of students from Brighton, Tenn., and explains some of the aspects of their work with photography, graphics and videos.

The students, from the Skills USA Club at Brighton High School in Brighton, Tenn., toured for half a day, interacting with the MCs and civilian workers in the photography, graphics and video sections of the Creative Division.

"They've allowed us to tour each of those areas, showing us how they create their promotions, pamphlets and videos," said Neal. "Additionally, they're actually letting them do some hands-on work so they actually get to participate, like setting up the cables and lights in the photography studio. It all

"It was truly amazing. Each child was excited and thrilled to experience firsthand the work the civilian and military members in the Creative Division create. We are lucky because one of the parents, who is now a teacher, has a husband who works for this command. She said it would be a good experience for the students who have an interest in the artistic field, so we let the kids come and see equipment and operations, and how it relates to their chosen major."

"I think this tour gave a chance for the students to see real-world applications of some of the equipment that

goes hand-in-hand with the stuff we teach in school."

"It is kind of an once-in-a-lifetime opportunity," said Neal. "Not many high school students get this kind of exposure to the military or to the mass communication rating in particular. The students can gain some insight into careers and get some hands-on experience into the graphic design and the mass communication industry. It's so well organized. They've all had a great experience. Some of the students have expressed

See "Students" on page 30

Special Operation Candidates Swim for Charity



Story and photo by MCC Julius Delaughter,
NRD New England Public Affairs

EAST GREENBUSH, N.Y. – Sailors and Navy Special Warfare candidates from NRD New England conducted a 16-hour swim-a-thon recently at the East Greenbush YMCA to raise money for the Reach Out for Youth Campaign.

This campaign is a program that affords patrons the opportunity to participate in YMCA-sponsored programs in spite of not being able to pay the required fees.

“The ‘Y’s’ policy is that no one will ever be turned away because of an inability to pay,” said Keegan Sidhu, East Greenbush YMCA’s aquatics director. “Programs such as [the Reach Out for Youth Campaign] rely on charitable contributions and fundraisers to succeed.”

Sidhu said branch organizers were brainstorming on various ways to reach their annual goal of \$105,000 when the suggestion was made to ask the Navy if they could help put on a swim-a-thon.

Sidhu said they approached the Navy about doing a couple of hours in the pool but were overwhelmed with the response. “The idea was for the Navy to use their two-hour training window for a swim-a-thon,” he said. “The reply was not only would they love to do something to give back to the community but they wanted to go far above and beyond what was suggested.”

According to EN2 Joseph Hernandez, NRD New England’s Zones 7 and 8 Special Warfare scout, NRD New England recently moved their special operator mentoring program to the Greenbush YMCA from a smaller and outdated facility. After Hernandez talked to all of his candidates, he knew two hours was not going to cut it.

“When we were asked if we would participate, they wanted us to swim for two hours,” Hernandez said. “We asked if we could swim for 24. Unfortunately, because of manning here at the ‘Y,’ we had to settle for 16. We wanted to give back to the community and show what the Navy can do. We wanted to show everyone that we are here and that we can help out.”

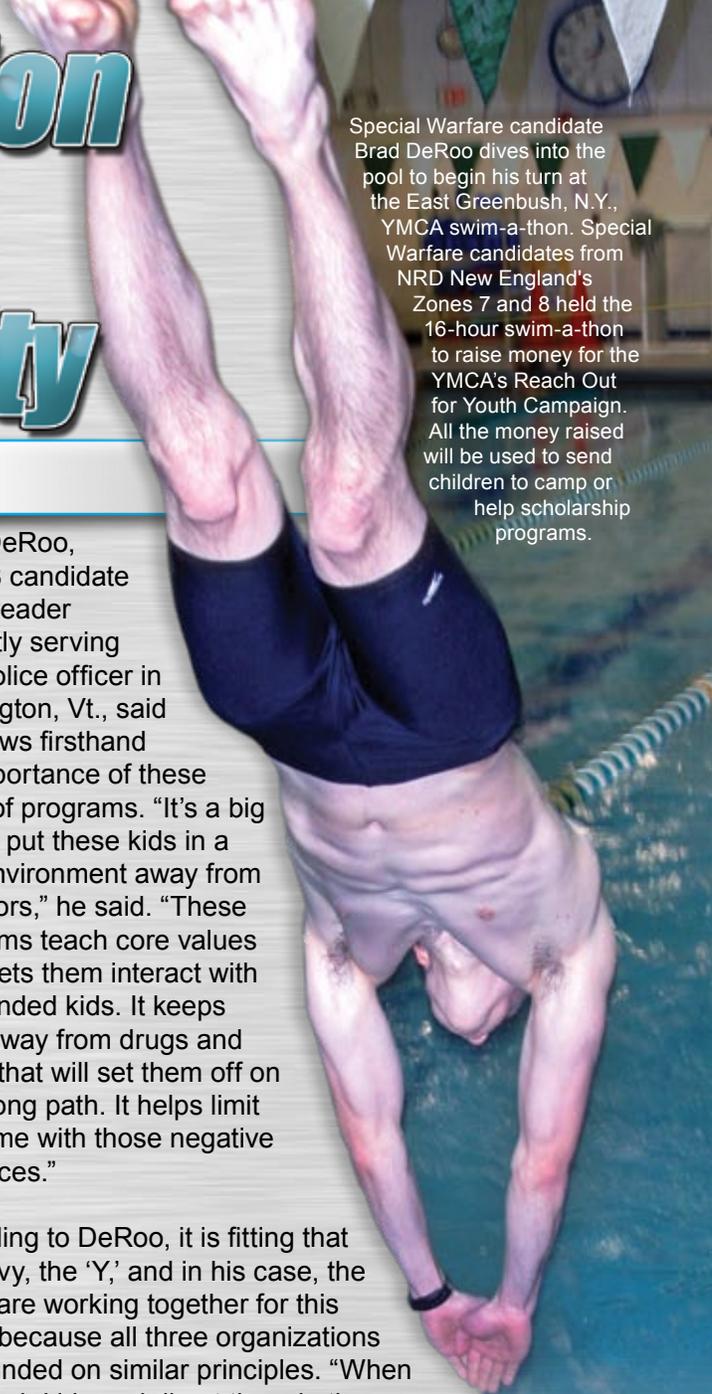
Brad DeRoo, Zone 8 candidate group leader currently serving as a police officer in Wilmington, Vt., said he knows firsthand the importance of these types of programs. “It’s a big deal to put these kids in a safe environment away from predators,” he said. “These programs teach core values and it lets them interact with like-minded kids. It keeps them away from drugs and things that will set them off on the wrong path. It helps limit their time with those negative influences.”

According to DeRoo, it is fitting that the Navy, the ‘Y,’ and in his case, the police are working together for this cause because all three organizations are founded on similar principles. “When you teach kids and direct them in the right direction they are going to make good decisions,” he said. “They are going to do things like law enforcement or serve their country, and they are going to keep their noses clean.”

Sidhu reported that every cent of the \$850 the Navy raised will be used to send kids to camp or help scholarship programs. This year’s branch goal of \$105,000 is just a piece of the national goal of \$1.5 million.

“You know, some of these guys will tell you they are just here for the workout,” said Hernandez. “But what they won’t tell you is that some of them have come from hard times themselves. I think they want to give back to the ‘Y’ and help give kids an opportunity to succeed just as the Navy is giving them theirs.”

Special Warfare candidate Brad DeRoo dives into the pool to begin his turn at the East Greenbush, N.Y., YMCA swim-a-thon. Special Warfare candidates from NRD New England’s Zones 7 and 8 held the 16-hour swim-a-thon to raise money for the YMCA’s Reach Out for Youth Campaign. All the money raised will be used to send children to camp or help scholarship programs.



Navy Recruiting District Miami Hosts Inaugural 2011 Navy Week in Tampa



Story and photos by MCC(SW/AW) Gabe Puello, NRD Miami Public Affairs

TAMPA, Fla. – NRD Miami kicked off the 2011 Navy Week season with a resoundingly successful event in the Tampa-St. Petersburg area Jan. 20 through 29.

The goal of every Navy Week is to give area residents an opportunity to meet some of the Navy's Sailors, and learn about the Navy's critical missions and its broad-ranging capabilities.

Tampa Navy Week began with the Navy mixing it up with those playing the parts of the legendary pirate Jose Gaspar and crew, becoming part of the Gasparilla Pirate Fest.

Gaspar was considered the last of the Buccaneers, terrorizing the coastal waters of West Florida during the late 18th and early 19th century. Gaspar, given to calling himself "Gasparilla," served as a lieutenant in the Royal Spanish Navy for five years until 1783 when, upon seizing command of a Spanish sloop-of-war, he with his fellow mutineers set sail for the Florida straits. It was then that the young Spanish aristocrat-turned-pirate began an adventurous life as an outlaw of the sea.

The pretend pirates take over Tampa each year as part of this festival. "They wouldn't stand a chance against today's Navy," joked LT Glenn Sircy of Navy Office of Community Outreach.

Kidding aside, Sircy said Navy Weeks are a chance to bring "the backbone of America, today's Navy" to places that don't serve as home ports or naval air stations, such as Tampa and St. Petersburg.

See "Navy Week" on page 29



Navy Region Southeast Dixieland Band performs at the St. Pete Times Forum as part of the 2011 Tampa Navy Week, the first one of the year. Navy Weeks are designed to show Americans the investments they make in their Navy and increase awareness in cities that do not have a significant Navy presence.



CDR Michael Rodman, commanding officer, NRD Miami, delivers the oath of enlistment to 10 future Sailors on the ice at Tampa's St. Pete Times Forum during a Tampa Bay Lightning ice hockey game, one of the 79 events featured during the Navy Week.

Navy Recruiting District New England EARNs PRESIDENTIAL VOLUNTEER AWARD



Story and photo by MCC Julius Delaughter, NRD New England Public Affairs

BOSTON – Massachusetts Gov. Deval Patrick, Boston Mayor Thomas Menino and Boston Cares, a Boston-centered volunteer activism organization, awarded Sailors from NRD New England's Zone 3 a presidential volunteerism award March 1 at historic Fenway Park.

The award was presented on the 20th anniversary of Boston Cares and marks the first time a group award has ever been given by the organization.

"It is important for the Navy to volunteer in our local communities so we can show that we are a global force for good," said NCC(SS) Ted Adamski, NRD New England's Zone 3 supervisor. "It is important, especially in recruiting, to be out in the community showing that we are there and that we care."

Patrick praised Boston Cares and all of the night's awardees for their achievements. "Everyone can serve," said Patrick. "As Dr. King said, 'you don't have to have a Ph.D. to serve... all you need is a heart motivated by grace and a soul filled with love.' We in government need you because as hard as we work and as hard as we try, government is not enough. We have to be about partnering with those who see their stake not just in their own dreams and their own struggles but in their neighbors as well."

GSM1(SW) Justin Bowen, a recruiter in Waltham, Mass., believes there are similarities between recruiting and volunteering. He said, "Either way you are helping to give someone an opportunity."

While the governor was commending the night's awardees, others were commending the Navy specifically.

"They were the hardest working, tireless, do-whatever-we-tell-them-to-do group that we have ever worked with," said Kelly Clark, program director who was the Navy's liaison for Boston Cares. "They were a huge contribution."

Shannon Green, formerly of Boston Cares, said some of their programs would not have been able to get off the ground without the Navy's help. The Navy team worked on several different projects ranging from building restorations, working with veterans groups, and as tutors and mentors at local schools.

"They are helping inner city kids in some of the worst neighborhoods in Boston," said Clark. "I hope that through the Navy's influence these kids will see military service as an outlet to succeed and make something great of themselves."



EN1(SW) Robert Carter, left, and YN1(AW) Abel Espinal are interviewed prior to the Boston Cares awards ceremony. NRD New England Zone 3 Sailors received a presidential volunteerism award from this organization for their off-duty efforts in 2010. This was the first time Boston Cares ever presented a group award.

TAMPA RECRUITERS PACK BOXES FOR TROOPS

To: U.S. Troops
Overseas



Story and photo by NC1(SW/AW) Christy Miller, NRS Bradenton

TAMPA, Fla. —

Recruiters from NRD Miami Zone 7 in central Florida recently packed boxes full of items to send to troops overseas at the Our Troops Online warehouse in Wesley Chapel, Fla.

Businessman Bob Williams, a Vietnam veteran, mails 215 boxes a week to troops at combat-zone bases. Throughout the year his organization mails coffee, cigars, hand-warmers, spotlights, chips, dip, Beanie Babies, switchblades, DVDs, squirt guns, red dot scopes, flannel pajamas, 24-inch TVs and millions of pens. The warehouse is full of food, hygiene products, refrigerators, coffee makers, toys and anything else service members have requested.

“Anything the troops ask for [we try to send],” Williams said.

The boxes are sent to 17 countries around the world where U.S. troops are stationed, including Iraq and Afghanistan.

Recruiters formed assembly lines at bins of supplies donated by local companies and people from all over. They packed the items in clear bags, placed them in boxes, which were weighed and stamped for shipment.



NC1 Carlos Williams, recruiter in charge, NRS Brandon, fills bins with goodies for troops at combat-zone bases while volunteering at the Our Troops Online warehouse in Wesley Chapel, Fla. The care boxes were sent to 17 countries around the world where U.S. troops are stationed, including Iraq and Afghanistan.

“Knowing that Soldiers and Sailors in Iraq and Afghanistan will be enjoying these treats gives me a great satisfaction and feeling that not only am I supporting them professionally, I’m also here for them spiritually,” said NC1 Carlos Williams, recruiter in charge, NRS Brandon.

Some of the NRD Miami recruiters have been doing volunteer work with Williams’ group for years. For more information, visit the organization’s web site at <http://www.ourtroopsonline.com>.



"We want to open up the doors to what we do on a daily basis for them and our country," Sircy said.

According to Sircy, there were about 100 Sailors in Tampa during that period, counting those attending specific events and those stationed locally with U.S. Central Command and U.S. Special Operations Command.

There were 79 events scheduled for Navy Week. Highlights included the USS *Constitution* color guard and the Navy Region Southeast Dixieland Band marching in the Gasparilla children's parade, and Navy divers in the Florida Aquarium's big tank twice a day talking with guests.

Jan. 24 was declared Navy Night at the Tampa Bay Lightning's (ice hockey) game against the Atlanta Thrashers. At halftime, CDR Michael J. Rodman, commanding officer, NRD Miami, administered the oath of enlistment to 10 future Sailors on center ice. A naval simulator in the St. Pete Times Forum's plaza offered fans a chance to see what it's like to take part in a mission.

The only thing missing from Navy Week was a gray hull. The Navy was hoping to bring in a guided missile destroyer, but the combination of operational requirements and lack of berthing space precluded that, according to Sircy.

The extensive use of guest speakers such as RDML Richard C. Vinci, deputy chief, Logistics and Installations, Bureau of Medicine and Surgery, and RDML Gary W. Rosholt, deputy commanding general, Special Operations Command, U.S. Central Command, assisted greatly in demonstrating the mission of the U.S. Navy and our proud heritage. Vinci and Rosholt were the leading spokespeople for Tampa Navy Week 2011 and were assisted by Sailors with significant ties to the local area.

Tampa Bay Navy Week's events garnered 630,826 in-person impressions (event attendance), 1,413,797 print impressions (circulation), 1,322,539 TV impressions, 88,375 radio impressions and 1,542,387 online impressions, all together totaling 4,997,924 impressions.

This year, 21 cities have been selected to host a Navy Week.



Command master chiefs and chief recruiters assigned to Navy Recruiting Command convened in San Diego during the annual Senior Enlisted Training Symposium (SETS) to discuss recruiting issues. Consolidated in one room at the Admiral Kidd Conference Center on Naval Base Point Loma, those at SETS charted the future of Navy recruiting. Attendees took a break to enjoy the breathtaking views of San Diego Bay and the city's skyline. (Photo by MCC Bradley J. Sapp, NRD San Diego Public Affairs)

“40 Years” from page 6

For the next 40 years, Navy recruiting has constantly adapted to the challenge of reaching out to an audience that is always changing.

“Navy recruiting has changed as the world has changed,” said RDML Robin Graf, deputy commander of NRC. “We have over 100,000 followers on our social media Web sites which is great in terms of generating awareness. Fundamentally it is that day-to-day contact with local recruiters on the ground that is really the cornerstone to our sustained mission success.”

Keeping with the ceremony’s theme of past, present and future, Faller honored two personnel (Jackie Deneault and Karen Southwell) who were present when NRC was first established with plank-owner certificates, presented three Pearl Harbor survivors with official Navy retiree pins, and performed a swearing-in ceremony for four future Sailors.

A video from NRC’s Creative Division highlighting Navy advertising from the past, present and future was also shown,

“We’ve put it on paper: Recruiting Force 2020. At its heart, it is a fast, flexible, adaptable and versatile recruiter,” explained Faller during the video. “Paperless. The recruiter that can do the job anywhere and anytime to meet the demands of the market. People today want information; they want it fast; they want it now; and they want it where they are on their terms. So we really have to adapt our force to that purpose. We’ve got a number of things underway but a lot of work yet remains to be that flexible, fast and mobile recruiting force.”

The celebration concluded with a cake cutting ceremony and reception for NRC personnel and guests.



“Navy4Moms” from page 9

The Optimas Award was created by Workforce Management, a human resources management firm, and recognizes initiatives that create positive business results for organizations.

NAVYForMoms.com was created for the mothers (and loved ones) of those who are currently serving or considering serving in the U.S. Navy. Since its establishment in March 2008, more than 46,000 members have used the Web site to discuss issues with others who share common concerns. Here, content is member-driven. Questions are asked and answered. Moms share with fellow moms their fears, dreams, personal experiences and even birthday gift ideas. The ultimate goal is to provide an environment of understanding, comfort and belonging to all involved. “I am overwhelmed by how much this Web site has meant to me,” writes one Navy mom. “It carried me

through boot camp ... and most importantly, stood in my shoes when my son was seriously hurt last March in Florida. I went on the site and put out an SOS for moms to be with him until I could get there from Connecticut. The response was unbelievable. I am forever grateful to the moms and dads who rushed to his side.” The mom adds, “This forum is what has been needed for so long. We’ve had our group on Yahoo for about 19 years, but this is the type of thing that was needed most.”

“I’m proud of what we’ve been able to do with this social media community because it’s an important part of our global force for good,” Faller said. “In this case, the ‘good’ comes from shared experiences by our Sailors and their families. We often hear about Sailors helping Sailors throughout the Navy. Well, NAVYForMoms is literally families helping other families.”



“Students” from page 24

interest in joining the military after high school and all are art majors in high school. This gave them the opportunity to experience an option available to them when they graduate.”

“The message we wanted to send to the children was that it doesn’t matter what you end up doing,” said Hammond. “Some of the kids wanted to do video, some wanted to do graphic arts and one even wanted to be a lawyer. It’s really about finding something you enjoy and being lucky enough to be able to do that as a career. I love what I do. It beats driving for forty five minutes

into a city, staring at the same four walls and doing the same thing every day. In the Navy, I get to experience something new every day.”

“This was a great experience,” added Tracy Brown. “It was fun to see the technology the Navy works with. I study dark room photography and am thinking about joining the military when I graduate. I’ve always really wanted to have a career in this field but it can be really hard to break into and be successful. It was nice to see you can do this kind of work without spending 20 years working your way up the ladder.”



THE DISTRICTS' BEST STATIONS

February 2011

| | | |
|--------------------------------------|-----------------------------------|-----------------------------------|
| NRD Chicago NRS Wausau | NRD Nashville NRS Clarksville | NRD Raleigh NRS Asheville |
| NRD Dallas NRS Wichita Falls | NRD New England NRS Middletown | NRD Richmond NRS Salisbury |
| NRD Denver NRS Cheyenne | NRD New Orleans NRS Greenville | NRD San Antonio NRS Bastrop |
| NRD Houston NRS Woodlands | NRD New York NRS Morristown | NRD San Diego NRS Santee |
| NRD Jacksonville NRS West Orlando | NRD Ohio NRS Parkersburg | NRD San Francisco NRS Fresno |
| NRD Los Angeles NRS Montebello | NRD Phoenix NRS Prescott | NRD Seattle NRS Kalispell |
| NRD Miami NRD Clearwater | NRD Pittsburgh NRS Horseheads | NRD St. Louis NRS Wichita East |
| NRD Minneapolis NRS Bellvue | NRD Portland NRS Grants Pass | |

March 2011

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|-----------------------------------|---|------------------------------------|
| NRD Chicago NRS Merrillville | NRD New England NRS Middletown | NRD Richmond NRS Richmond |
| NRD Dallas NRS Frisco | NRD New York NRS Brunswick | NRD San Antonio NRS Brownsville |
| NRD Denver NRS Montrose | NRD Ohio NRS Findlay | NRD San Diego NRS Upland |
| NRD Jacksonville NRS Kissimmee | NRD Philadelphia NRS Huntingdon Valley | NRD San Francisco NRS Stockton |
| NRD Los Angeles NRS Pasadena | NRD Phoenix NRS Santa Fe | NRD Seattle NRS Tacoma |
| NRD Miami NRS St. Petersburg | NRD Pittsburgh NRS Watertown | NRD St. Louis NRS Chillicothe |
| NRD Minneapolis NRS Midway | NRD Portland NRS Redding | |
| NRD Nashville NRS Cleveland | NRD Raleigh NRS Concord | |

ADMIRAL'S FIVE-STAR RECRUITERS

February 2011

| | | |
|--------------------------------------|---|---|
| NRD Chicago CS2 David Acevedo | NRD Nashville OS2 Christi Powell | NRD Raleigh QM2 Brandon Chandler |
| NRD Dallas CM1 James Phillips | NRD New England CTM1 Robert Vetter | NRD Richmond GSM2 Joshua Chun |
| NRD Denver AM2 David Redd | NRD New Orleans ABF1 Jason Lewis | NRD San Antonio GM1 Steve Duran |
| NRD Houston ABF2 Kenny Cranston | NRD New York OS2 Milton Santana | NRD San Diego EM2 Hermes Delos-Reyes |
| NRD Jacksonville FC2 David Bulley | NRD Ohio AM2 Thomas Jancik | NRD San Francisco AM2 Juan Miguel |
| NRD Los Angeles OS2 Sergio Segura | NRD Phoenix AM2 Roger Sloane | NRD Seattle DC2 Christopher Henke |
| NRD Miami YN1 Brendan Wehmann | NRD Pittsburgh CTR1 Stephen Zakarauska | NRD St. Louis BU2 Tori Anstine |
| NRD Minneapolis MM2 Jeff Moenke | NRD Portland HT1 Ryan Clark | |

March 2011

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| NRD Chicago AM2 Jonathan Smith | NRD New England EN2 Lowell Waddell | NRD Richmond DC1 Robert Pippens |
| NRD Dallas STG2 Derik Jobe | NRD New York MM2 Anthony Matthew | NRD San Antonio BM2 Antonio Gutierrez |
| NRD Denver AT2 David Squier | NRD Ohio EN2 Chad Fisher | NRD San Diego ABF1 Sammy Larraquel |
| NRD Jacksonville YN2 Angelika Calhoun | NRD Philadelphia OS2 Megan Sifford | NRD San Francisco SH1 Francisco Garza |
| NRD Los Angeles MM1 Ferlin Espinal | NRD Phoenix ABF2 Cody Baker | NRD Seattle AT1 Eric Smith |
| NRD Miami MM2 Robert Barlow | NRD Pittsburgh CTR1 Stephen Zakarauska | NRD St. Louis AE1 Eugene Buffard |
| NRD Minneapolis EM2 Daniel Borotrager | NRD Portland AM2 Brandon Grove | |
| NRD Nashville UT1 William Brewster | NRD Raleigh FC1 Jillian Favors | |



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