

The image features a large American flag in the upper left corner, waving over a blue ocean under a bright sky. In the center-right, the words "AMERICA'S NAVY" are rendered in large, 3D, metallic letters. The letters are white with a grey metallic finish and are reflected in the water below. The word "AMERICA'S" is on the top line, and "NAVY" is on the bottom line. A small star is positioned above the letter 'A' in "AMERICA'S".

AMERICA'S
NAVY

Navy Localized Messages
NRD Jacksonville

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Global Force for Good Key Messages

The below messages are the overall Global Force for Good key messages that you are referencing when talking to recruits

America's Navy is a global force for good...and good can take many forms:

- Bombs on terrorist hide outs
- Bullets to protect innocent civilians against extremists
- Bottles of water to those in need after an earthquake
- Bachelor's degree (advanced training and education)

We protect and defend freedom around the world, and we also offer great opportunities for a great career.

All good things take GREAT people!



70-80-90-100 Key Messages

You are also using the 70-80-90-100 messages more frequently in your talking points, in media interviews and when speaking to potential recruits

Sailors serve:

- From the sea...**on the land**
- In ships...**on the water**
- In submarines...**under the water**
- In planes and helicopters...**over the water**

70 – percent of the Earth's surface is covered by water

80 – percent of the world's people live near the ocean

90 – percent of all international trade travels by the sea

100 – America's Navy is ALWAYS 100 percent on watch

Our mission is to meet America's threats far away, so those threats cannot harm us here.



Recruiting Key Messages

We have helped you localize the below messages to help you communicate the strength of the Navy across NRD Jacksonville

Key Message 1: Forging leaders

- The Navy is more than just a top 50 employer – we forge leaders, allowing regular people to do spectacular things that will shape their future.

Key Message 2: Preparing you for lifelong success

- The Navy not only offers a greater diversity of career choices than any other branch of the services, but it also allows you to achieve educational opportunities before, during or after your Navy career, preparing you for lifelong success.

Key Message 3: Making a difference

- The Navy takes you beyond the books to a world of experiences that make a difference to your country and to the world.

Key Message 4: Recruiting a Sailor, Retaining a Family

- The Navy recognizes the demands you face as a Sailor and provides timely and effective family support programs ensuring the welfare of your family - enabling you to serve and excel.

Localized Recruiting Key Messages

Key Message 1: Forging leaders

- The Navy is a far-reaching force and it has strength in Florida, with 32,000 Sailors, Officers and civilians stationed here, serving their country and doing spectacular things. *(This is an example for the entire NRD – you would tailor this for each state in your NRD and provide the number of Sailors, Officers and civilians stationed currently so that the public is aware of the Navy presence)*
- The Navy forges true leaders such as Lieutenant Junior Grade xx Driscoll who not only serves his country as a xx, but also contributes his time to his local community, as the Central Florida Blood Bank representative for the last two and a half years, coordinating donor sites. *(This is an example you can tailor per rank, per recruiting rating, per local humanitarian/service project)*
- The Navy is more than just a top 50 employer – it's a calling – where we forge leaders such as LCDR xx who recruits Medical Officers to go out there and use their experience and skills to serve their country – their patients. *(This is an example where you can swap the priority recruiting rating you want to profile – whether it be Medical, Dental, etc. You listed Officers as a recruiting priority so include a relevant example here)*
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD Jacksonville, we employ xx* Hispanic, African American and Asian Pacific Islander Sailors and Officers. We need more diverse officers. Within 10 years, the Navy's ranks will be one-third minority, and reach one half by 2050. *(You could only reference Officers instead of Sailors, or include one minority group over another, if you prefer)*

Localized Recruiting Key Messages

Key Message 2: Preparing you for lifelong success

- A world beyond everyday caring. More than 4,300 physicians, 1,200 dentists and 3,900 nurses provide world-class, hands-on care in the United States Navy serving those in need. We are always searching for the best and brightest, offering tuition rewards and recruiting from top universities such as Florida State University, University of North Florida and Savannah State University to join the military ranks. *(This is an example focusing on Medical and calling out a few universities in NRD Jacksonville— tailor this message to the schools you recruit from and give examples of the tuition rewards you provide)*
- As a member of the Navy Medical Corps, you may serve in some of the most dynamic environments imaginable while furthering your expertise among 30 specialty areas, and pursuing your true passion for helping others, thus becoming a part of the Navy's mission as a global force for good. We are searching for the best and brightest to be part of something far bigger than the community you serve, and are recruiting from top universities such as Florida State University, University of North Florida and Savannah State University. *(This is an example of showing the strength of the Medical Corps and making it relevant to your local NRD – tailor the universities you are recruiting from and add any recruiting bonuses you give to Medical Officers)*
- America's Navy offers hundreds of career opportunities in dozens of exciting fields whether you're seeking a position as a Navy Physician or a Dentist, finding unrivaled training and opportunities with the chance to achieve your education before, during or after your Navy career. *(This is an example of profiling priority recruiting ratings in NRD Jacksonville)*

*PLEASE CHECK WITH NRD PAO FOR LATEST PERSONNEL NUMBERS

Localized Recruiting Key Messages

Key Message 3: Making a difference

- Many young men and women join the Navy for the humanitarian missions and don't realize the Navy can take its care anywhere in the world – we can deploy an entire hospital – a floating hospital that can get to anywhere, any time, and here, in Jacksonville, we want to recruit men and women to join us as doctors and dentists. *(When tailoring this message, include the area you are talking about)*
- Every day our Navy men and women in uniform across the globe play an important role in keeping the peace nationwide. And in Tallahassee, this weekend, our Sailors' mission was to show support for the community and help the fight against crime by participating in the yearly Police Night out. *(This is an example of tying the Global Force for Good message to what Sailors are doing locally – insert different examples that make sense relative to the events going on in your district)*
- Orlando Navy Week begins today and runs through x. Some of the activities that people can enjoy include flight demonstrations by the Blue Angels and performances by the Navy Band “Destroyers.” For a complete list of Navy Week information, visit <http://www.navyweek.org>. See how America's Navy makes a difference to the Orlando community! *(This is an example of how you need to show the citizens of the area you are addressing why the Navy is there and how they are making a difference. There is no Navy Week scheduled for Orlando in 2012, but this is an example of how you can make the message locally relevant.)*
- Floridians, along with the rest of the American people have high expectations of the United States Navy, and the Navy consistently exceeds these expectations by providing the necessary tools and training for all Navy personnel to do their job. *(This is an example of localizing this message to make it relevant to the people of Florida, or the people of Georgia, etc.)*

Localized Recruiting Key Messages

Key Message 4: Recruiting a Sailor, Retaining a Family

- The United States Navy provides a support network of relevant services and links Navy families with these services through a variety of tools such as Fleet and Family Support Centers, social media – including Facebook, Twitter and NAVYForMoms.com and the Command Ombudsman program – a family’s direct link to the command. For Navy families in Florida and Georgia, please reach out to your local Fleet and Family Support Center or network with fellow Navy moms and wives on NAVYForMoms.com *(When tailoring this message, include the area you are talking about)*
- Thank you to our Navy families in Jacksonville. The Navy recognizes the demands you face as a Sailor and is committed to ensuring the welfare of your family *(When tailoring this message, include the area you are talking about)*

Florida Data Points

- The United States is increasing US exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **16** of the Fortune 500 ranked companies are based in cities in Florida, with four in Jacksonville (ranked in revenues):
 - Publix Super Markets, Tech Data, World Fuel Services, NextEra Energy, Jabil Circuit, AutoNation, Office Depot, CSX (Jacksonville), Winn-Dixie Stores (Jacksonville), Darden Restaurants, Fidelity National Financial (Jacksonville), WellCare Health Plans, Fidelity National Information Services (Jacksonville), Harris, Health Management Associates and Ryder System
- The Navy has a very visible presence in Florida, including assets such as the Mayport Naval Station and more than 32,000 Navy personnel employed including active duty and civilian personnel. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Florida's export shipments of merchandise which totaled \$55.4 billion in 2010.
- A total of 37,687 companies exported from Florida locations in 2009. Of those, 36,109 (96 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over two-thirds (67 percent) of Florida's total exports of merchandise in 2009. This was the highest figure among the 50 states, and far above the U.S average of 31 percent.

Florida Data Points

- According to an announcement made in October 2011 by the Florida Economic Development Council, Enterprise Florida, Inc. - a partnership between Florida's business and government leaders and the principal economic development organization for the state of Florida – Florida received \$780,786 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
 - The STEP grant will enhance the International Trade Resource Center's ability to help small businesses break into new markets, access export financing and attend trade missions
 - The STEP grant will help Florida's SMEs and economy by conducting trade missions and tradeshows in countries representing key trade markets; providing grants to SMEs for participation in overseas tradeshows and offering customized global marketing.
- Export-supported jobs linked to manufacturing account for an estimated 1.8 percent of Florida's total private-sector employment. One-seventh (14.2 percent) of all manufacturing workers in Florida depend on exports for their jobs (2009 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009):
 - Lockheed Martin Corporation - \$1,360,588
 - Raytheon Company - \$1,285,810
 - Northrop Grumman Corporation - \$748,500
 - D R S Technologies, Inc. - \$513,171
 - Hellfire Systems, LLC - \$454,188
 - General Dynamics Corporation - \$395,053
 - Jacobs Engineering Group Inc. - \$302,593
 - Harris Corporation - \$282,521
 - Honeywell International Inc. - \$252,111
 - Hensel Phelps Construction Co. - \$237,016



Florida Data Points

- The state's largest export market was Switzerland. Florida posted merchandise exports of \$5.0 billion to Switzerland in 2010, 9 percent of the state's total merchandise exports. Switzerland was followed by Brazil (\$4.7 billion), Canada (\$3.9 billion), Venezuela (\$3.5 billion), and Colombia (\$2.5 billion).
- Florida's largest merchandise export category is computers and electronic products, which accounted for \$13.3 billion of Florida's total merchandise exports in 2010. Other top merchandise exports are transportation equipment (\$8.4 billion), chemicals manufactures (\$6.3 billion), machinery manufactures (\$6.0 billion), and waste and scrap (\$5.7 billion).
- In 2009, the metropolitan area of Miami-Fort Lauderdale-Pompano Beach exported \$31.2 billion in merchandise, 66.6 percent of Florida's total merchandise exports. Other major metropolitan areas in Florida that exported in 2009 included Tampa-St. Petersburg-Clearwater (\$6.5 billion), Orlando-Kissimmee (\$2.9 billion), Jacksonville (\$1.6 billion), Bradenton-Sarasota-Venice (\$658 million), Lakeland-Winter Haven (\$649 million), and Palm Bay-Melbourne-Titusville (\$556 million).



Florida Data Points

- Six ships have borne the name *USS Florida* including:
 - The first *USS Florida* (1824-1831), was a tiny ship powered only by sails and served as a survey vessel along the southern coast of the United States including the Florida area. She was also known as a cutter and saw some revenue service. She was built from one of the three designs drawn in 1815 by William Doughty.
 - The second *USS Florida* (1861-1867), was a sidewheel steamer and began her career on 15 October 1861. She served as a Union blockading vessel outside of ports in South Carolina, Georgia and Florida until November 1862. She was instrumental in the capture of ten enemy merchant and naval vessels.
 - Steam frigate, the *USS Florida*, 1864-1883: This ship began her career near the end of the Civil War as the *Wampanoag*. Renamed *Florida* in 1869, she set records for speed, economy of fuel, and length of time steaming at high speed. Her top speed (16.758 mph) surprised many experts of the day. Unfortunately, she saw little active service because of design flaws: the superstructure prevented the guns from firing straight ahead and she took more time in turning than other warships. She served as a stores ship from 1874 until 1883.
 - The *USS Florida*, an Arkansas class monitor (BM-9) was commissioned 18 June 1903. This vessel, a coastal defense monitor, was the direct descendent of the Union ship *Monitor*. The *USS Florida* served as a coastal defense ship, later as a submarine tender, and as a naval training ship. In 1908 her name was changed to *Tallahassee* to free the state name for the battleship that soon would be launched.



Florida Data Points

- Continued...:
 - The USS *Florida*, a battleship (BB-30): The USS *Florida*, was a Florida class battleship and the lead ship of her class. She was commissioned on 15 September 1911. During World War I the *Florida* served with the British Grand Fleet and assisted in maneuvers against the German fleet and performed convoy duty through the remainder of the war. She served as escort to the *George Washington*, which President Woodrow Wilson embarked to France to promulgate the Treaty of Versailles officially ending the war. In the peacetime Navy the *Florida* was a training and exercise vessel. She was decommissioned in April 1931 in accordance with armament restrictions imposed by the London Naval Treaty and was scrapped in 1932.
 - The USS *Florida*, a Trident class submarine (SSBN-728) was commissioned on 18 June 1983. After twenty years of service as part of the U.S. nuclear deterrent force, the USS *Florida* underwent a three-year conversion to extend its service in a new fighting role. Its huge missile tubes, which formerly held nuclear-armed ballistic missiles, were altered to carry up to 154 conventionally armed Tomahawk cruise missiles. According to the Navy, "The new platform would also have the capability to carry and support more than 66 Navy SEALs and insert them clandestinely into potential conflict areas." The USS *Florida* returned to active service in May 2006. When not deployed at sea, the submarine is based at Kings Bay, Georgia.

Florida Data Points

- Florida is proud to be home to 21 Medal of Honor recipients that span from the Civil War to the Vietnam War:
 - Lieutenant Commander William Merrill Corry Jr., received a Medal of Honor for heroic service in attempting to rescue a fellow officer from a flame-enveloped airplane near Hartford, Connecticut. On 2 October 1920, an airplane in which Corry was a passenger in, crashed and burst into flames. He was thrown 30 feet clear of the plane and, though injured, rushed back to the burning machine and tried to release the pilot. In so doing he sustained serious burns, from which he died four days later.
 - Lieutenant Thomas Rolland Norris received a Medal of Honor for extraordinary heroism in action in the Republic of Vietnam from 10 - 13 April 1972, as a SEAL Advisor with the U.S. Military Assistance Command. Norris completed an unprecedented ground rescue of two downed pilots deep within heavily controlled enemy territory in Quang Tri Province. Norris led a five-man patrol through 2,000 meters of heavily controlled enemy territory, located one of the downed pilots at daybreak, and returned to the Forward Operating Base (FOB). After a mortar and rocket attack on the small FOB, Norris led a three-man team on two unsuccessful rescue attempts for the second pilot. Norris and one Vietnamese traveled throughout that night and found the injured pilot. Covering the pilot with bamboo and vegetation, they began the return journey, successfully evading a North Vietnamese patrol. Approaching the FOB, they came under heavy machinegun fire. Norris called in an air strike which provided suppression fire and a smoke screen, allowing the rescue party to reach the FOB. By his outstanding display of leadership, courage, and selfless dedication in the face of extreme danger, Lieutenant Norris embodied the finest traditions of the U.S. Naval Service.
 - Hospital Corpsman Third Class Robert R. Ingram received a Medal of Honor while serving as Corpsman with Company C, First Battalion, Seventh Marines, THIRD Marine Division (Reinforced, Fleet Marine Force, against elements of a North Vietnam Aggressor (NVA) battalion in Quang Ngai Province, Republic of Vietnam, on 28 March 1966.

Georgia Data Points

- The United States is increasing US exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **14** of the Fortune 500 ranked companies are based in cities in Florida with Home Depot, United Parcel Service, Coca-Cola and Delta Air Lines ranked in the top 100 (ranked in revenues): Home Depot, United Parcel Service, Coca-Cola, Delta Air Lines, Aflac, Southern, Genuine Parts, First Data, SunTrust Banks, AGCO, Coca-Cola Enterprises, Newell Rubbermaid, Mohawk Industries, NCR
- The Navy has a strong presence in Georgia, with Naval Submarine Base Kings Bay and 11,000 Navy personnel employed including active duty and civilian personnel. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Georgia's export shipments of merchandise which in 2010 totaled \$28.9 billion.
- According to the state's International Trade Division, in September 2011, Georgia landed a \$973,429 federal grant to boost the trade endeavors of Georgia's small businesses.
- Georgia was one of only eight states to receive \$900,000 or more, and received the **largest grant** among the Southeastern states.
 - The State Trade and Export Promotion (STEP) pilot grant was awarded to the Georgia Department of Economic Development (GDEcD) by the U.S. Small Business Administration (SBA) to increase the number of small businesses in the state that are exporting, as well as the value of the state's exports. GDEcD will also receive a \$100,000 Global Appalachia Export Development grant from the Appalachian Regional Commission (ARC) to increase exports in the ARC region of Georgia.

Georgia Data Points

- A total of 9,516 companies exported from Georgia locations in 2009. Of those, 8,365 (88 percent) were small and medium-sized enterprises, with fewer than 500 employees.
- Small and medium-sized firms generated one-third (33 percent) of Georgia's total exports of merchandise in 2008.
- Export-supported jobs linked to manufacturing account for an estimated 4.7 percent of Georgia's total private-sector employment. Nearly one-fifth (18.8 percent) of all manufacturing workers in Georgia depend on exports for their jobs (2009 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009):
 - Lockheed Martin Corporation - \$1,412,561
 - General Dynamics Corporation - \$335,820
 - Hochtief AG - \$333,359
 - Datapath Inc - \$256,860
 - Eagle Group International, LLC - \$169,679
 - Walbridge Aldinger Company - \$150,598
 - W P P Group PLC - \$127,577
 - Georgia Tech Research Corporation - \$124,427
 - Kipper Tool Company, Inc - \$97,714
 - Hensel Phelps/Kiewit, A Joint - \$94,097

Georgia Data Points

- The state's largest market was Canada. Georgia posted merchandise exports of \$5.1 billion to Canada in 2010, 18 percent of the state's total merchandise exports. Canada was followed by China (\$2.4 billion), Mexico (\$1.9 billion), Japan (\$1.2 billion), and Germany (\$1.0 billion).
- The state's largest merchandise export category is transportation equipment, which accounted for \$6.2 billion of Georgia's total merchandise exports in 2010. Other top merchandise exports were chemicals manufactures (\$3.6 billion), machinery manufactures (\$3.5 billion), paper products (\$3.1 billion), and computers and electronic products (\$2.4 billion).
- In 2009, the metropolitan area of Atlanta-Sandy Springs-Marietta exported \$13.4 billion in merchandise, 60.1 percent of Georgia's total merchandise exports. Other major metropolitan areas in Georgia that exported in 2009 included Savannah (\$2.7 billion), Brunswick (\$498 million), and Gainesville (\$442 million). Two major metropolitan area exporters in Georgia included some counties from neighboring states. Augusta-Richmond County (including some parts of South Carolina) exported \$857 million, while Chattanooga (including some parts of Tennessee) exported \$661 million in merchandise in 2009.

Georgia Data Points

- Two vessels have borne the name USS *Georgia* including:
 - USS *Georgia* (BB-15), 1906-1923 a 14,948-ton *Virginia* class battleship built at Bath, Maine, was commissioned in September 1906. She was a unit of the Atlantic Fleet and participated in routine operations. In December 1907, she left Hampton Roads, Virginia, with other Atlantic Fleet battleships to begin the World cruise of the "Great White Fleet." She visited ports in the West Indies, South America, Mexico, the U.S. west coast, the western Pacific, Asia and the Mediterranean before returning to Hampton Roads in February 1909. Recommissioned in April 1917, *Georgia* was employed on training duties during most of World War I, shifting to convoy escort missions in September 1918. In July 1919, she sailed through the Panama Canal to join the Pacific Fleet. She was placed out of commission at Mare Island, California, in June 1920. She remained inactive until November 1923, when she was sold for scrapping.
 - USS *Georgia* (SSGN-729), is the fourth *Ohio* class submarine and the third ship to bear the name of this grand state, one of the thirteen original states of the Union. The keel laying ceremony occurred on 7 April 1979 and was presided over by First Lady Rosalyn Carter, wife of President Jimmy Carter, both Georgia natives. The ceremony took place the same day that the USS *Ohio*, the lead ship of the class, was launched. Mrs. Carter's initials can still be seen on the ship's keel. The USS *Georgia* was commissioned on 11 February 1984 at Naval Underwater Sound Center. Commissioning Officer was Admiral James D. Watkins, Chief of Naval Operations. In January 1985, she started her first strategic deterrent patrol and was awarded a Meritorious Unit Commendation for operations from September 1983 to May 1986. She was awarded the Commander, Submarine Squadron 17 Battle Efficiency "E" in 2001.

Georgia Data Points

- Georgia is proud to be home to 21 Medal of Honor recipients that span from the Civil War to World War II:
 - Gunner's Mate George W. Leland received a Medal of Honor for his extraordinary heroism in action while serving on board the USS *Lehigh* on 16 November 1863. He had the hazardous task of freeing the *Lehigh*, which had been grounded and was under heavy enemy fire from Fort Moultrie. Rowing the small boat which was used in the hazardous task of transferring ropes from the *Lehigh* to the *Nahant*, Gunner's Mate Leland twice succeeded in making the trip, only to find that each had been in vain when the ropes were cut by enemy fire.
 - Lieutenant Jackson Charles Pharris received a Medal of Honor for risking his life above and beyond the call of duty while aboard the USS *California* during World War II. During the attack on Pearl Harbor, Lt. Pharris was in charge of the ordnance repair party on the third deck when the first Japanese torpedo struck almost directly under his station. He was stunned and severely injured by a concussion which hurled him to the overhead. He acted on his own initiative and set up a hand-supply ammunition train for the anti-aircraft guns and repeatedly risked his life to enter flooding compartments and drag to safety unconscious shipmates who had been submerged in oil. In doing so, he saved many of his shipmates from death and was largely responsible for keeping the *California* in action during the attack.

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