

The image features a large American flag waving in the upper left corner against a blue sky with light clouds. Below the flag, the ocean stretches to the horizon. In the center-right, the words "AMERICA'S NAVY" are rendered in a large, 3D, metallic-style font. The letters are white with a grey shadow and are reflected in the water below. A small five-pointed star is positioned above the letter 'A' in "AMERICA'S".

AMERICA'S  
NAVY

Navy Localized Messages  
NRD Minneapolis

CAMPBELL-EWALD | GLOBALHUE | ACCENTMARKETING | GOLINHARRIS



# 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 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% 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 Minneapolis

## 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 land of 10,000 lakes isn't exactly known as a place for the Navy, but we have approximately 1,500 Sailors and Officers stationed here, serving their country and doing spectacular things *(This is an example for Minnesota – you would tailor this for each state in your NRD and provide the number of Sailors and Officers stationed currently so that the public is aware of the Navy presence)*
- The Navy forges true leaders such as Petty Officer Smith who not only serves his country as a Recruiter, recruiting the best and brightest talent for America's Navy, but also contributes his time to his local community, participating in service projects such as Habitat for Humanity and serving as a mentor at his local church *(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 Lorrie Meyer who recruits doctors, dentists, nurses, any health-related field, including pharmacists and radiologists, 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 Nuke, NSO, Nurse, Dental or Chaplain)*
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD Minneapolis, 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

- America lags behind other Western nations in producing young scientists and engineers and the Navy needs scientists and engineers because of our technologically advanced ships, submarines and weapons systems. We are always searching for the best and brightest, offering tuition rewards and recruiting from top universities such as University of Wisconsin – Madison, University of Minnesota – Twin Cities and Iowa State University to join the military ranks (*This is an example focusing on scientists and engineers and calling out a few universities in NRD Minneapolis – tailor this message to the schools you recruit from and give examples of the tuition rewards you provide*)
- Today, the Chaplain Corps represents more than 100\* faiths and has more than 840\* chaplains answering the call to serve God and country, becoming a part of the Navy's mission as a global force for good. We are searching for the best and brightest to provide religious support and counseling needs to our men and women at home and abroad and are recruiting from top universities such as Bethel University (Saint Paul, MN) and Wartburg Theological Seminary (Dubuque, IA) among many others (*This is an example of showing the strength of the Chaplain Corps and making it relevant to your local NRD – tailor the universities you are recruiting from and add any recruiting bonuses you give to Chaplains*)
- America's Navy offers hundreds of career opportunities in dozens of exciting fields whether you're seeking a position as a nuclear engineer, a Navy Physician or a Chaplain, 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 some of the priority recruiting ratings needed in NRD Minneapolis*)

# 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 Nebraska, 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. And in Fargo, this weekend, our Sailors and Officers are helping locals in Red River with flood relief, providing assistance including x, x and x *(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)*
- Milwaukee 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 [www.NavyWeek.org/milwaukee](http://www.NavyWeek.org/milwaukee). See how America's Navy makes a difference to the community of Milwaukee! *(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)*
- Milwaukeeans, 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 Milwaukee, or the people of Saint Paul, 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 Davenport, IA, please reach out to your local Fleet and Family Support Center or network with fellow Davenport 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 Milwaukee. 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)*

# Minnesota 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.
- **20** of the Fortune 500 ranked companies are based in cities in Minnesota, with 9 in Minneapolis (ranked in revenues):
  - Target, U.S. Bancorp, Medtronic, General Mills, Xcel Energy, Ameriprise Financial, Thrivent Financial for Lutherans, Nash-Finch and AlliantTech Systems
- 3M, Minnesota's biggest manufacturer, generated 65 percent of its \$26.6 billion in 2010 sales overseas.
- A total of 6,351 companies exported goods from Minnesota locations in 2009. Of those, 5,635 (89 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees. SMEs generated over one-fifth (21 percent) of Minnesota's total exports of merchandise in 2009.
- The top 10 contractors receiving the largest contract awards (fiscal year 2009):
  - Lockheed Martin Corporation - \$237,437
  - BAE Systems PLC - \$237,420
  - General Mills, Inc.- \$207,429
  - Alliant Techsystems Inc. - \$101,075
  - Alliant Techsystems Inc. - \$80,174
  - General Dynamics Corporation - \$70,177
  - Cummins Inc.- \$38,564
  - Honeywell International Inc. - \$34,692
  - Northwest Airlines Corporation - \$27,133
  - Parker Hannifin Corporation - \$24,942

# Minnesota Data Points

- Export-supported jobs linked to manufacturing account for an estimated 5.0 percent of Minnesota's total private-sector employment. Nearly one-fifth (19.2 percent) of all manufacturing workers in Minnesota depend on exports for their jobs.
- In 2010, among the states, Minnesota ranked No. 20 in export value, the same as in 2009. Manufactured exports from Minnesota rose an impressive 17.3 percent to \$17.2 billion last year, marking the second-highest annual total on record, thanks to strong sales to Asia and Canada.
- Minnesota's manufactured exports to Canada, Minnesota's largest trading partner, jumped 21 percent to \$4.6 billion last year. China had the largest gain, rising 45 percent to \$1.8 billion. Manufactured exports to Japan rose 26 percent to \$930 million, while shipments to Mexico rose 26 percent to \$836 million. Exports to Germany increased 12 percent to \$727 million.
- Minnesota raises about 14 million bushels of non-GMO soybeans annually. These soybeans are 5 percent of Minnesota's production. In 2010, China consumed 2.35 billion bushels of GMO and non-GMO soybeans. They imported 1.98 billion bushels, with 808 million bushels coming from the U.S., according to statistics from China. On average, China's soybean import volume increases by 18 percent annually.
- Overall, manufacturing exports proved a sizable force in Minnesota's economy in 2010, representing more than half the state's \$31 billion in combined exports from agriculture, mining, services, manufacturing and other sectors.

# Minnesota Data Points

- Three ships have been named USS *Minnesota*, with the third one scheduled to be commissioned in 2013, the USS *Minnesota* SSN 783, and will be the most advanced class of submarine in the fleet.
- Not since 1907 has Minnesota welcomed a ship named 'USS *Minnesota*' to the fleet. USS *Minnesota* is named for the territory and later State of Minnesota, and may refer to:
  - The first USS *Minnesota* (1855) was a wooden steam frigate launched 1 December 1855 and sold in August 1901.
  - The second USS *Minnesota* (BB-22) was a Connecticut-class battleship, launched 8 April 1905 and sold for scrap 23 January 1924.
  - The third USS *Minnesota* (SSN-783) will be a *Virginia*-class submarine, scheduled to be commissioned in 2013.
- Minnesota is proud to be home to 46 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - During World War I Louis Cukela received **two** Medals of Honor (one Navy and one Army award) for the same action.

# Iowa 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.
- **Two** of the Fortune 500 companies are based in cities in Iowa, with one in Des Moines and one in Cedar Rapids (ranked in revenues):
  - Principal Financial (Des Moines) and Rockwell Collins (Cedar Rapids)
- Top 10 contractors receiving the largest contract awards (fiscal year 2009):
  - Rockwell Collins, Inc. - \$879,752
  - American Ordnance LLC - \$77,226
  - Hawkeye Glove MFG, INC - \$21,772
  - Brownells INC - \$21,641
  - Carleton Life Support Systems - \$17,949
  - BAE Systems PLC - \$16,924
  - The Hon Company - \$13,100
  - Hon Industries, INC - \$12,596
  - SCOLA - \$12,054
  - Rockwell Collins Network Enabl - \$9,784
- Although the Navy does not have a visible presence in Iowa in the form of ships or Sailors, the important role the Navy plays in employment in Iowa is undeniable. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, Iowa exports billions of merchandise (In 2010, export shipments totaled \$10.9 billion), thereby impacting local jobs, making over one-fifth (21.5 percent) of all manufacturing workers in Iowa depending on exports for their jobs.

# Iowa Data Points

- USS *Iowa* may refer to:
  - The first USS *Iowa* (BB-53) was in a class of six battleships laid down in 1920 but never completed. The Washington Naval Treaty caused their cancellation one-third of the way through their construction. They would have been the largest, most heavily armed and armored battleships in the U.S. Navy in the period between the two world wars.
  - The second USS *Iowa* (BB-4) was commissioned in 1897 and in 1919, was renamed Coast Battleship No. 4, and was the first radio controlled target ship to be used in a fleet exercise. She was sunk in March 1923 in Panama Bay by a salvo of 14-inch shells.
  - The third USS *Iowa* (BB-61), called “The Big Stick” was commissioned in 1943 and decommissioned in 1990, a year after an explosion in its No. 2 16-inch gun turret that killed 47 sailors. Earned 9 battle stars for World War II service and two for Korean War service.
- Iowa is proud to be home to 54 Medal of Honor recipients that span from the Civil War to the Global War on Terror:
  - Burlington's Jimmie E. Howard's heroic Vietnam War stand where his 16 Marines and 1 Navy Corpsman were reduced to throwing rocks at the enemy, resulted in what may be the **most decorated** unit in military history...1 Medal of Honor, 2 Navy Crosses, 15 Silver Stars, 18 Purple Hearts.
  - World War II and Korean War veteran George "Bud" Day is one of 3 men to receive Medals of Honor for heroism as a POW in North Vietnam. The story of his aborted escape is one of the most amazing and inspirational true tales of courage one can ever hear.

# Wisconsin 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.
- **Nine** of the Fortune 500 companies are based in cities in Wisconsin, with five in Milwaukee (ranked in revenues):
  - Johnson Controls, Northwest Mutual, Manpower, Harley-Davidson and Rockwell Automation
- The top 10 contractors receiving the largest contract awards (fiscal year 2009):
  - OshKosh Truck Corporation - \$6,260,279
  - National Presto Industries Inc. - \$190,893
  - Schutt Industries of Clintonvi - \$111,142
  - Kimberly-Clark Corporation - \$70,486
  - Wisconsin Physicians Service - \$69,069
  - Snap-On Tools Company - \$66,916
  - Orc Industries Inc. - \$44,412
  - S C Johnson & Son, Inc. - \$37,772
  - CNH Global N.V. - \$36,810
  - Hartland Fuel Products LLC - 33,866
- Although the Navy does not have a visible presence in Wisconsin in the form of ships or Sailors, 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, Wisconsin exports billions of merchandise (In 2010, export shipments totaled \$19.8 billion), thereby impacting local jobs, making nearly one-fifth (19.4 percent) of all manufacturing workers in Wisconsin depending on exports for their jobs.



# Wisconsin Data Points

- Wisconsin posted merchandise exports of \$6.1 billion to Canada in 2010, 31 percent of the state's total merchandise exports. Canada was followed by Mexico (\$2.0 billion), China (\$1.3 billion), Germany (\$747 million), and Japan (\$731 million). The state's largest merchandise export category is machinery manufactures, which accounted for \$5.4 billion of Wisconsin's total merchandise exports in 2010. Other top merchandise exports are computers and electronic products (\$3.4 billion), transportation equipment (\$1.8 billion), processed foods (\$1.3 billion), and chemicals manufactures (\$1.2 billion).
- In 2009, the metropolitan area of Milwaukee-Waukesha-West Allis exported \$6.5 billion in merchandise, 35.2 percent of Wisconsin's total merchandise exports. Other major metropolitan areas in Wisconsin that exported in 2009 included Madison (\$1.6 billion) and Racine (\$1.5 billion).

# Wisconsin Data Points

- **USS *Wisconsin* may refer to:**
  - USS *Wisconsin* (BB-9), an *Illinois* class battleship and commissioned in 1901 and placed out of commission in 1920. *Wisconsin* was reclassified BB-9 on 17 July 1920, while awaiting disposition. She was sold for scrap in 1922 as a result of the Washington Treaty. She was the first ship of the United States Navy named for the 30<sup>th</sup> state.
  - USS *Wisconsin* (BB-64), an *Iowa* class battleship commissioned in 1943, decommissioned for a third time in 1991. The Navy's last active battleship when she decommissioned in 1958. Remained in reserve for three decades, but recommissioned in 1988. Iraq's invasion of Kuwait in 1990 brought her to the Persian Gulf.
- **Wisconsin is proud to be home to 49 Medal of Honor recipients that span from the Civil War to the Vietnam War:**
  - Captain Franklin Van Valkenburgh received his medal of honor for his gallant efforts as commanding officer of the USS *Arizona* in 1941, fighting his ship until it blew up from magazine explosions and a direct bomb hit on the bridge which resulted in the loss of his life.
  - Lt. Abraham DeSomer received his medal of honor on board the USS *Utah*, for extraordinary heroism during the seizure of Vera Cruz, Mexico in 1914.

# North Dakota 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.
- There are no Fortune 500 companies in North Dakota, however, growers produce some of the highest quality crops in the nation. Many customers deem North Dakota a 'one stop shop.' JM Grain is located in Garrison, N.D. and is a big foreign exporter. While on travel to Dubai to help build contacts for business, the company received requests from countries to buy their peas, lentils and chickpeas.
  - Carrington Family Farm was rated 2010 North Dakota Exporter of the Year for their exports of flax and borage. International sales increased a whopping 450 percent in 2009 and more than 60 percent in 2010. And for 2011, sales are around 61 percent international with the remaining 39 percent headed for the domestic market.
- Top 10 contractors receiving the largest contract awards (fiscal year 2009):
  - Tesoro Petroleum Corporation - \$104,316
  - Graham Penn-Co Construction In - \$18,860
  - Terry L. Marion - \$16,636
  - Mid-America Aviation, Inc. - \$16,525
  - Innovative Technical Solutions - \$13,317
  - Yellowstone Electric Co - \$8,936
  - Strata Corporation - \$8,333
  - BAE Systems PLC - \$7,740
  - Dakco Distributors Inc.- \$6,978
  - Minot Paving Co. Inc. - \$6,148

# North Dakota Data Points

- Although the Navy does not have a visible presence in North Dakota in the form of ships or Sailors, the importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. In 2010, North Dakota was ranked 8<sup>th</sup> in the nation in terms of agriculture exports. The value was \$970 million, which represented a 20 percent increase from 2009.
- Agriculture represents 18 percent of the United States' GDP and indirectly employs 19 percent of the U.S. workforce, making agriculture exports a big player in the economy.
- North Dakota works closely with Food Export-Midwest, a non-profit organization that promotes the export of food and agricultural products from the Midwestern region of the United States.
  - In 2010 the Food Export-Midwest program had 27 companies in North Dakota participating in 60 different programs
- USS *North Dakota* may refer to:
  - USS *North Dakota* (BB-29), a *Delaware* class battleship commissioned in 1910 and placed out of commission in 1923. Her name was struck from the Navy List January 1931, and she was sold for scrapping in March 1931. *North Dakota* served as a training vessel during World War I.
  - USS *North Dakota* (SSN-784), a *Virginia* class submarine currently under construction and will be the second ship of the United States Navy to be named for North Dakota. Delivery is expected in 2014.
- North Dakota is proud to be home to 17 Medal of Honor recipients that span from the Spanish American War to the Vietnam War:
  - CDR Willis Winter Bradley, Jr. received his medal of honor for extraordinary heroism while serving on the USS *Pittsburgh*. At the time of an accidental explosion of ammunition, CDR Bradley was blown back by the explosion and crawled into the casemate to extinguish burning materials in dangerous proximity to a considerable amount of powder, preventing further explosions.

# South Dakota Data Points

- Although the Navy does not have a visible presence in North Dakota in the form of ships or Sailors, the importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. In 2010, North Dakota was ranked 8<sup>th</sup> in the nation in terms of agriculture exports. The value was \$970 million, which represented a 20 percent increase from 2009.
- There are no Fortune 500 companies in South Dakota, however, South Dakota is the heartland for agriculture and its exports are growing at a faster rate than the rest of the country. In the first six months of 2011, South Dakota's exports grew 23 percent, and the nation's grew 19 percent.
- Although the Navy does not have a visible presence in South Dakota in the form of ships or Sailors, the importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. In 2010 over 2009, South Dakota's exports grew 25 percent and the nation's grew 17 percent, he said. Last year, South Dakota companies exported \$1.3 billion in finished goods. Almost 15 percent of all manufacturing workers in South Dakota depend on exports for their jobs.
- In 2010 over 2009, South Dakota's exports grew 25 percent and the nation's grew 17 percent, he said. Last year, South Dakota companies exported \$1.3 billion in finished goods.
  - Lloyd's Systems in Rapid City export to 50 countries, with exports making up 80 percent of their business.
  - HVAC Robotics began exporting seven years ago, and the company sales have doubled every year for the past four years

# South Dakota Data Points

- Top 10 contractors receiving the largest contract awards:
  - Tyson Foods, Inc- \$263,090
  - BAE Systems PLC - \$46,445
  - Forest Products Distributors - \$14,595
  - Dean Kurtz Construction Company. - \$10,464
  - Envision-Kurtz Joint Venture - \$10,129
  - NDG Construction JV – \$6,475
  - McCarthy Anderson/Mac - \$5,622
  - Board of Regents, South Dakota - \$5,542
  - Raven Industries Inc.- \$4,368
  - BH Services, Inc-.\$3,831
- USS *South Dakota* may refer to:
  - The first USS *South Dakota*, (ACR-9), was a Pennsylvania-class armored cruiser that escorted troops and convoys during World War I.
  - The second USS *South Dakota*, (BB-49), was laid down in March 1920 by the New York Navy Yard and her construction was suspended in February 1922 in accordance with the Washington Treaty.
  - The third USS *South Dakota* (BB-57), was laid down as the lead ship of a class of 35,000-ton battleships and commissioned in 1942 and decommissioned in 1947. She remained inactive until October 1962, when she was sold for scrapping. She saw action during World War II

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<http://www.navsource.org/archives/01/49.htm>  
<http://www.history.navy.mil/photos/sh-usn/usnsh-s/bb57.htm>