

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 word "AMERICA'S" is in a smaller font size above "NAVY". A small star is positioned above the letter 'A' in "AMERICA'S". The letters are reflective and cast a clear reflection on the water's surface.

AMERICA'S
NAVY

Navy Localized Messages
NRD New England

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 70-80-90-100 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% 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 New England

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 New England, with nearly 16,500 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 Petty Officer First Class David Morey who not only serves his country as a Recruiter and Stamford Sea Cadet military advisor, recruiting the best and brightest talent for America's Navy, but also contributes his time to his local community, conducting coat drives for the poor, and creating the Recruiter's Officer Association. *(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 Enlisted and Officers as recruiting priorities so include a relevant example here)*
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD New England, 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 University of Massachusetts – Worcester, Harvard University and Rochester University to join the military ranks. *(This is an example focusing on medical and calling out a few universities in NRD New England – 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 Harvard University, Columbia University and Boston University among many others. *(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 some of the priority recruiting ratings needed in NRD New England)*

*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 New England, 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 locally, in Rochester, this weekend, our Sailors' mission was to bring smiles to the faces of the children at Cameron Community Ministries, simply by playing board games – some of the Sailors' very own childhood favorites. *(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)*
- New England Navy Week begins today and runs through x. Some of the activities that people can enjoy include The Leap Frogs, the Navy Parachute Demonstration Team 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 community of New England! *(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)*
- New Englanders, 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 New England, or the people of Maine, 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 New Hampshire, 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 Vermont. 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)*



Maine 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 Maine, however, Maine set a record in 2010 for exports, according to the Maine International Trade Center in Portland. Maine exporters made \$3.15 billion of sales in 2010, outpacing the previous record of \$3.02 billion set in 2008. The 2010 export total also represents a 41 percent increase over 2009 exports of \$2.23 billion. Some of the strongest gains occurred in the state's semiconductor, wood pulp and paper industries. Seafood ranks as Maine's fourth largest export product, exporting \$287 million in 2010. Lobster sales topped the seafood category with more than \$178 million in product sent to markets in Italy, the United Kingdom, Spain, Hong Kong and Korea.
- The Navy employs nearly 6,000 personnel including civilians and active duty military in Maine and the important role the Navy plays in employment in Maine is undeniable. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, Maine exports billions of merchandise (As noted above, in 2010, export shipments totaled \$3.15 billion), thereby impacting local jobs, making over one-sixth (17.1 percent) of all manufacturing workers in Maine depending on exports for their jobs.

Maine Data Points

- In 2009, the metropolitan area of Portland-South Portland-Biddeford exported \$940 million in merchandise, 50.2 percent of Maine's total merchandise exports. Other major metropolitan areas in Maine that exported in 2009 included Bangor (\$113 million) and Lewiston-Auburn (\$90 million).
- A total of 1,329 companies exported goods from Maine locations in 2009. Of those, 1,158 (87 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over one-third (37 percent) of Maine's total exports of merchandise in 2009.
- According to an announcement made by Senator Olympia Snowe in September 2011, the Maine International Trade Center received a \$146,000 grant from the U.S. Small Business Administration to help increase exporting by small businesses over the next year.
 - The grants were authorized by the Small Business Jobs Act of 2010, under the State Trade and Export Promotion program (STEP).
- Export-supported jobs linked to manufacturing account for an estimated 3.3 percent of Maine's total private-sector employment. Over one-sixth (17.1 percent) of all manufacturing workers in Maine depend on exports for their jobs (2009 data latest available)

Maine Data Points

- The top 10 contractors receiving the largest contract awards (fiscal year 2009):
 - General Dynamics Corporation - \$756,106
 - Martin's Point Health Care, IN- \$228,875
 - Telford Aviation, Inc. - \$110,509
 - Source for Native American Pro - \$55,605
 - Creative Apparel Associates - \$14,579
 - Nickerson & O'Day, Inc. - \$13,380
 - Bangor, City of - \$13,204
 - CCI Group, LLC. - \$12,362
 - P&S Construction Inc. - \$8,677
 - Northeast Utilities - \$8,659
- The state's largest market was Canada. Maine posted merchandise exports of \$1.0 billion to Canada in 2010, 33 percent of the state's total merchandise exports. Canada was followed by Malaysia (\$850 million), China (\$333 million), the Netherlands (\$109 million), and Korea (\$99 million).
- The state's largest merchandise export category is computers and electronic products, which accounted for \$1.0 billion of Maine's total merchandise exports in 2010. Other top merchandise exports are paper products (\$705 million), fish products (\$226 million), transportation equipment (\$197 million), and forestry products (\$151 million).
- In 2009, the metropolitan area of Portland-South Portland-Biddeford exported \$940 million in merchandise, 50.2 percent of Maine's total merchandise exports. Other major metropolitan areas in Maine that exported in 2009 included Bangor (\$113 million) and Lewiston-Auburn (\$90 million).

Maine Data Points

- Four ships have borne the name USS *Maine*, named for the 23rd state:
 - The first USS *Maine* (ACR-1), a 6,682-ton second-class battleship was commissioned in 1895 and operated along the U.S. east coast and in the Caribbean. In February 1898, she sank when her forward gunpowder magazines exploded, with nearly three-quarters of the battleship's crew dying as a result of the explosion. While the cause of this tragedy has never been definitively resolved, it was a precipitating cause of the Spanish-American War.
 - The second USS *Maine* (BB-10) was the first of three *Maine* class battleships, commissioned in 1902 and served mostly in the Atlantic. Due to heavy coal consumption, she was detached from the fleet and on reserve status from 1908 to 1920, when she was decommissioned. In 1922, she was sold for scrapping.
 - The third USS *Maine* (BB-69) was a *Montana* class battleship named in December 1940, but construction was cancelled in July 1943 at the New York Navy Yard.
 - The fourth USS *Maine* (SSBN-741), an *Ohio* class fleet ballistic missile submarine launched in 1994 and homeported at Naval Base Kitsap-Bangor. This active nuclear submarine participates in strategic deterrent patrols.
- Maine is proud to be home to 67 Medal of Honor recipients that span from the Civil War to fighting in Somalia:
 - John Angling of Portland was a 14 year old Naval Cabin Boy serving on board the USS *Pontoosuc* during the Civil War. He earned the Medal of Honor for his gallantry and skill and courage under fire.
 - Cyrus Hayden of York served as a Carpenter on board the USS *Colorado* during the attack and capture of the Korean forts in 1871 and earned the Medal of Honor for planting his flag on the ramparts of the citadel and protected it under heavy fire from the enemy.
 - Herbert Emery Schonland of Portland served as a Commanding Officer of the USS *San Francisco* during World War II after learning that all of his superior officers were wounded or killed during the battle off Savo Island in November 1942. He fought valiantly to free the *San Francisco* of large quantities of water flooding the second deck compartments through numerous shell holes caused by enemy fire. He earned his Medal of Honor for extreme heroism and courage above and beyond the call of duty as damage control officer.

Vermont 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 Vermont, however, Vermont continues to have the highest concentration of high-tech exports in the nation – accounting for 74 percent of all exports from the state, according to the TechAmerica Foundation.
 - Over 90% of the state's tech exports are semiconductors, which account for \$2.1 billion. Other top merchandise exports are miscellaneous manufactures, machinery manufactures, processed foods and transportation equipment
- Although the Navy does not have a visible presence in Vermont in the form of Sailors, the important role the Navy plays in employment in Vermont is undeniable. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, Vermont exports billions of merchandise (In 2010, export shipments totaled \$4.3 billion), thereby impacting local jobs, making nearly one quarter (23.2 percent) of all manufacturing workers in Vermont depending on exports for their jobs.
- According to the U.S. Small Business Administration (SBA), a State Trade and Export Promotion (STEP) grant was awarded to the state of Vermont in October 2011 in the amount of \$363,768.
 - 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
- In 2009, the metropolitan area of Burlington-South Burlington exported \$2.7 billion in merchandise, 85.2 percent of Vermont's total merchandise exports.

Vermont Data Points

- Top 10 contractors receiving the largest contract awards (fiscal year 2009):
 - General Dynamics Corporation - \$308,125
 - Goodrich Corporation - \$93,893
 - Simmonds Precision Products IN- \$31,103
 - J & J Contractors, Inc. - \$16,587
 - E F Wall & Associates Inc. - \$9,480
 - PKC Corporation - \$7,158
 - Tri Tech USA Inc - \$6,703
 - Weston Solutions, Inc. - \$6,370
 - New England Woodcraft, Inc. - \$5,727
 - Seldon Laboratories, Inc. - \$4,382
- A total of 898 companies exported goods from Vermont locations in 2009. Of those, 807 (90 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated one-seventh (15 percent) of Vermont's total exports of merchandise in 2009.
- The state's largest export market was Canada. Vermont posted merchandise exports of \$2.0 billion to Canada in 2010, 47 percent of the state's total merchandise exports. Canada was followed by China (\$585 million), Malaysia (\$248 million), Hong Kong (\$240 million), and Japan (\$190 million).
- The state's largest merchandise export category is computers and electronic products, which accounted for \$2.9 billion of Vermont's total merchandise exports in 2010. Other top merchandise exports are miscellaneous manufactures (\$506 million), machinery manufactures (\$155 million), processed foods (\$100 million), and transportation equipment (\$94 million).

Vermont Data Points

- Two ships have borne the name *USS Vermont*:
 - The first *USS Vermont*, a 2,633 ton storeship was laid down in 1818, launched in 1848 and commissioned in 1862. She supported Civil War operations in the South Atlantic and the served as a receiving ship at the New York Navy Yard until 1901.
 - The second *USS Vermont* (BB-20), a *Connecticut* class battleship, was commissioned in 1907 and participated in the world cruise of the “Great White Fleet,” demonstrating America’s robust Navy. She served in fleet operations, training duties, and diplomatic missions until 1920 when she was decommissioned. She saw no further active service and was sold for scrapping in 1923.
- Vermont is proud to be home to 47 Medal of Honor recipients that span from the Civil War to after World War II:
 - Commander Lawson Paterson “Red” Ramage received a Medal of Honor for his conspicuous gallantry and intrepidity at the risk of his life above and beyond the call of duty as Commanding Officer of the *USS Parche* during World War II in a predawn attack on a Japanese convoy in the South China Sea, 31 July 1944. Commander Ramage launched a perilous surface attack by delivering a crippling stern shot into a freighter and quickly following up with a series of bow and stern torpedoes to sink the leading tanker and damage the second one.
 - Torpedoman Second Class Henry Breault received a Medal of Honor for heroism and devotion to duty while serving on board the U.S. submarine 0-5 at the time of the sinking of that vessel at Limon Bay, Panama Canal Zone. On the morning of 28 October 1923, the 0-5 collided with the steamship *Abangarez* and sank in less than a minute. When the collision occurred, Breault was in the torpedo room. Upon reaching the hatch, he saw that the boat was rapidly sinking. Instead of jumping overboard to save his own life, he returned to the torpedo room to the rescue of a shipmate whom he knew was trapped in the boat, closing the torpedo room hatch on himself. Breault and Brown remained trapped in this compartment until rescued by the salvage party 31 hours later.

New Hampshire 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 New Hampshire; the majority of employers are small and medium sized businesses.
- According to an announcement made by U.S. Sen. Jeanne Shaheen in October 2011, New Hampshire received \$299,493 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 New Hampshire's economy because it will help more businesses reach two fast-growing markets – China and India, while also encouraging more export growth in aerospace and defense
- New Hampshire exports to over 160 countries yearly and in 2010, exports totaled 4.4 billion. Exports from the Granite State increased over 44% during the first quarter of 2010 compared to this time period in 2009. ***This represents the 4th highest growth rate of all U.S. states for exports and is the highest increase of all states in the Northeast.***
- Although the Navy does not have a visible presence in New Hampshire, the important role the Navy plays in employment in New Hampshire is undeniable. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, New Hampshire exports billions of merchandise (In 2010, export shipments totaled \$4.4 billion), thereby impacting local jobs, making one quarter (24.5 percent) of all manufacturing workers in New Hampshire depending on exports for their jobs.

New Hampshire Data Points

- A total of 2,095 companies exported goods from New Hampshire locations in 2009. Of those, 1,852 (88 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over one-third (35 percent) of New Hampshire's total exports of merchandise in 2009. ***This was the ninth highest share among the states and well above the national average of 31 percent.***
- The top 10 contractors receiving the largest contract awards (fiscal year 2009):
 - BAE Systems PLC - \$945,544
 - Insight Technology Inc. - \$146,541
 - Sigarms Inc. - \$47,113
 - Kollsman, Inc. - \$23,315
 - Red River Computer Co Inc. - \$23,242
 - Creare Incorporated - \$20,394
 - Ultra Electronics Holding Plc - \$14,792
 - Deka Integrated Solutions Corp. - \$14,675
 - Solid State Scientific Co. - \$13,364
 - Tybrin Corporation - \$12,799
- New Hampshire's largest export market in 2010 was Mexico. New Hampshire posted merchandise exports of \$1.0 billion to Mexico in 2010, 24 percent of the state's total merchandise exports. Mexico was followed by Canada (\$538 million), China (\$412 million), Germany (\$223 million), and the United Kingdom (\$207 million).
- The state's largest merchandise export category is computers and electronic products, which accounted for \$1.6 billion of New Hampshire's total merchandise exports in 2010. Other top merchandise exports are machinery manufactures (\$982 million), electrical equipment, appliances and parts (\$407 million), fabricated metal manufactures (\$161 million), and waste and scrap (\$154 million).

New Hampshire Data Points

- In 2009, the metropolitan area of Manchester-Nashua exported \$1.7 billion in merchandise, 49.1 percent of New Hampshire's total merchandise exports. Another metropolitan area exporter that included some of New Hampshire was Boston-Cambridge-Quincy (including some counties in Massachusetts as well) which exported \$19.0 billion in merchandise in 2009.
- Four ships have borne the name *USS New Hampshire*:
 - The first *USS New Hampshire*, a battleship constructed between 1816 and 1864, launched for service during the Civil War, served off Port Royal, South Carolina as a hospital and supply ship and in Norfolk, as a receiving ship, and loaned to the New York State Naval Militia as a training ship and armory. It was renamed *Granite State* to free the name for the second *USS New Hampshire* and destroyed by fire at the dock in 1921.
 - The second *USS New Hampshire* (BB-25), a *Connecticut* class battleship, was commissioned in 1908, carried a Marine Expeditionary Regiment to Colon, Panama, made ceremonial visits, participated in welcoming home the "Great White Fleet," served as an escort ship, with Academy midshipmen, and a variety of other duties. Sold for scrapping in 1923.
 - The third *USS New Hampshire* (BB-70), a *Montana* class battleship was authorized in 1943, but cancelled before her keel was even laid.
 - The fourth *USS New Hampshire* (SSN 778), is the 5th in the new *Virginia* class submarine fleet and the nation's newest and most advanced nuclear-powered attack submarine, commissioned in 2008 and has completed alpha and beta sea trials. She was christened at the General Dynamics Electric Boat shipyard in Groton, CT, on 21, June, 2008 -- 220 years to the day of the ratification of the US Constitution by the state of New Hampshire.

New Hampshire Data Points

- New Hampshire is proud to be home to 37 Medal of Honor recipients that span from the Civil War to World War II:
 - Commander Richard Hetherington O’Kane, received a Medal of Honor for conspicuous gallantry and intrepidity at the risk of his life above and beyond the call of duty as commanding officer of the USS *Tang* operating against two enemy Japanese convoys on 23 and 24 October 1944, during her fifth and last war patrol. O’Kane was captured by the Japanese when his boat sunk in the Formosa Strait by its own flawed torpedo during a surface night attack on 24 and 25 October 1944 where he lost all but eight of his crew, and was secretly held prisoner until the war’s end.
 - Ordinary Seaman Charles Melville, received a Medal of Honor for extraordinary heroism in action while serving on board the flagship USS *Hartford* during action against rebel gunboats, the ram Tennessee, and Fort Morgan in Mobile Bay, Alabama during the Civil War. Wounded and taken below to the surgeon when a shell burst between the two forward 9-inch guns, killing and wounding 15 men, Ordinary Seaman Melville promptly returned to his gun on the deck and, although scarcely able to stand, refused to go below and continued to man his post throughout the remainder of the action resulting in the capture of the rebel ram Tennessee.
 - Quartermaster Frederick H. Franklin, received a Medal of Honor for extraordinary heroism in action on board the USS *Colorado* during the attack and capture of the Korean forts on 11 June 1871. Assuming command of Company D, after his lieutenant was wounded, Quartermaster Franklin handled the company with great credit until relieved.

Massachusetts 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.
- **13** of the Fortune 500 ranked companies are based in cities in Massachusetts, with Liberty Mutual Insurance Group ranked in the top 100 (ranked in revenues):
 - Liberty Mutual Insurance Group, Massachusetts Mutual Life Insurance, Raytheon, Staples, TJX, EMC, BJ's Wholesale Club, Thermo Fisher Scientific, State Street Corp., Boston Scientific, Global Partners, Biogen Idec and Genzyme
- The Navy has a very visible presence in Massachusetts, including assets such as the Boston Naval Shipyard and nearly 800 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, Massachusetts exports billions of merchandise (In 2010, export shipments totaled \$26.3 billion), thereby impacting local jobs, making over one-quarter (27.6 percent) of all manufacturing workers in Massachusetts depend on exports for their jobs.
- According to an announcement made by Senators John Kerry and Scott Brown in October 2011, Massachusetts received \$614,025 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 Massachusetts' economy because it will help more businesses reach high-priority markets including China, India, Israel, Brazil and Western Europe while also encouraging more export growth in leading export sectors in Massachusetts including biotechnology and medical devices, clean energy, digital industries, and advanced manufacturing.

Massachusetts Data Points

- A total of 8,797 companies exported goods from Massachusetts in 2009. Of those, 7,937 (90 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated nearly two-fifths (38 percent) of Massachusetts' total exports of merchandise in 2009.
- Export-supported jobs linked to manufacturing account for an estimated 4.9 percent of Massachusetts' total private-sector employment. In Massachusetts, trade with Colombia, Panama and South Korea supports more than 3,100 jobs, with nearly 2,900 tied to South Korea alone.
- Top 10 contractors receiving the largest contract awards (fiscal year 2009):
 - Raytheon Company - \$4,471,720
 - General Electric Company - \$1,758,268
 - Massachusetts Institute of Tec - \$1,749,057
 - General Dynamics Corporation - \$1,150,447
 - Charles Stark Draper Laboratory - \$437,214
 - The Mitre Corporation - \$325,914
 - General Dynamics Information T- \$238,422
 - BAE Systems PLC - \$178,573
 - Northrop Grumman Corporation - \$142,722
 - Brighton Marine Health Center - \$121,272



Massachusetts Data Points

- Massachusetts' largest export market in 2010 was Canada. Massachusetts posted merchandise exports of \$3.2 billion to Canada in 2010, 12 percent of the state's total merchandise exports. Canada was followed by the United Kingdom (\$3.2 billion), China (\$2.2 billion), Japan (\$2.0 billion), and Germany (\$1.9 billion).
- The state's largest merchandise export category is computers and electronic products, which accounted for \$7.5 billion of Massachusetts' total merchandise exports in 2010. Other top merchandise exports are chemicals manufactures (\$3.6 billion), machinery manufactures (\$3.5 billion), miscellaneous manufactures (\$3.0 billion) and primary metals manufactures (\$2.4 billion).
- In 2009, the metropolitan area of Worcester exported \$2.0 billion in merchandise, 8.1 percent of Massachusetts' total merchandise exports. Other major metropolitan areas in Massachusetts that exported merchandise in 2009 included Springfield (\$813 million), and Pittsfield (\$257 million). Two major metropolitan area exporters include some counties in Massachusetts. Boston-Cambridge-Quincy (including some parts of New Hampshire) exported \$19.0 billion, while Providence-New Bedford-Fall River (including some parts of Rhode Island) exported \$5.4 billion in merchandise for 2009.

Massachusetts Data Points

- Seven ships have borne the name *USS Massachusetts*:
 - The first *USS Massachusetts*, a wooden steamer built in 1845, originally served as an Army troop transport in the Mexican War and ended her career as a storeship for the Navy in 1867.
 - The second *USS Massachusetts*, an iron screw steamboat built in 1860 and purchased by the Navy in 1861, was placed in commission and sent to the Gulf of Mexico, capturing several sailing vessels. After leaving the Gulf, she was employed to carry supplies and personnel and was assigned to the South Atlantic Blockading Squadron. She was decommissioned in 1865, several months after the end of the Civil War. She was sold and acted as the commercial ship *Crescent City* until 1892.
 - The third *USS Massachusetts*, was the never-launched *Kalamozoo* class ship who started her name as *Passaconaway* in 1863 and changed to *Thunderer*, and ended as the *Massachusetts* in 1869. She was condemned and scrapped in 1884.
 - The fourth *USS Massachusetts* (BB-2), an *Indiana* class battleship, was commissioned in 1896, served along the U.S. east coast and then traveled to the West Indies, where she participated in blockade duty for the Spanish-American War. After the war, she became a practice ship for the U.S. Naval Academy. She was renamed *Coast Battleship #2* and decommissioned in 1919. She was sunk off Pensacola, FL in 1921.
 - The fifth *USS Massachusetts*, a coastal passenger liner turned minelayer, was originally named *USS Shawmut*, renamed *USS Massachusetts* upon commissioning in 1917, and again named *USS Shawmut* a month later. She planted an anti-submarine mine barrage in World War I, was damaged in the Pearl Harbor attack of World War II and decommissioned in 1946. Her final name was the *USS Oglala*, as renamed in 1928
 - The sixth *USS Massachusetts* (BB-54), was a battleship already under construction when she was cancelled by the Washington Naval Treaty of 1922.
 - The seventh *USS Massachusetts* (BB-59), a *South Dakota* class battleship, and known by her crew as “Big Mamie,” was assigned as a flagship for a covering force of warships supporting the invasion of North Africa. Over the course of World War II she sank or damaged five enemy ships, shot down 39 aircraft, earned 11 battle stars and never lost a man in combat. She serves as the Commonwealth’s official memorial to Bay State citizens who gave their lives in World War II and the Persian Gulf War and is one of the five National Historic Landmarks on exhibit at Battleship Cove.

Massachusetts Data Points

- Massachusetts is proud to be home to 263 Medal of Honor recipients that span from the Civil War to the Vietnam War:
 - Coxswain Thomas Fitzpatrick received a Medal of Honor for extraordinary heroism in action, while serving as Captain of the No. 1 gun on board the flagship USS *Hartford*, during action against rebel gunboats, the ram Tennessee and Fort Morgan in Mobile Bay, Alabama, 5 August 1864. Although struck several times in the face by splinters, and with his gun disabled when a shell burst between the two forward 9-inch guns, killing and wounding 15 men, Coxswain Fitzpatrick, within a few minutes, had the gun in working order again with new track, breaching and side tackle, had sent the wounded below, cleared the area of other casualties, and was fighting his gun as before. He served as an inspiration to the members of his crew and contributed to the success of the action in which the Tennessee was captured.
 - Seaman Augustus Williams, received a Medal of Honor for extraordinary heroism in action while serving on board the USS *Santiago de Cuba* during the assault by the fleet on Fort Fisher, North Carolina on 15 January 1865. When the landing party to which he was attached charged on the fort with a cheer, and with determination to plant their colors on the ramparts, Seaman Williams remained steadfast when they reached the foot of the fort and more than two-thirds of the marines and sailors fell back in panic. Taking cover when the enemy concentrated his fire on the remainder of the group, he alone remained with his executive officer, subsequently withdrawing from the field after darkness.
 - Lieutenant Commander (Dental Corps) Alexander Gordon Lyle received a Medal of Honor for extraordinary heroism and devotion to duty while serving with the Fifth Regiment (Marines), 2nd division, American Expeditionary Forces. During World War I, under heavy shellfire on the French Front, LCDR Lyle rushed to the assistance of Corporal Thomas Regan, who was seriously wounded, and administered such effective surgical aid while bombardment was still continuing, saving the life of Corporal Regan.

**Half of Massachusetts' Medal of Honor recipients were awarded during action during the Civil War.

Rhode Island 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 ranked companies are based in cities in Rhode Island, with CVS ranked in the top 25 (ranked in revenues):
 - CVS Caremark and Textron
- The Navy has a very visible presence in Rhode Island, including assets such as the U.S. Naval War College, the Naval Undersea Warfare Center and Officer Candidate School and nearly 5,000 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, Rhode Island exports billions of merchandise (In 2010, export shipments totaled \$1.9 billion – **this was an increase of 30.1 percent year over year**), thereby impacting local jobs, making over one-seventh (15.1 percent) of all manufacturing workers in Rhode Island depend on exports for their jobs.
- As reported by the *Providence Business News*, in October 2011, Rhode Island received \$496,066 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 Rhode Island's economy because it will help more businesses reach high-priority markets including Israel, the Dominican Republic, Brazil, India, Vietnam, Indonesia and Saudi Arabia while also encouraging more export growth in leading export sectors in Rhode Island medical technology, metal manufacturing, computer and software technology, plastics, textiles and energy and infrastructure

Rhode Island Data Points

- A total of 1,435 companies exported goods from Rhode Island locations in 2009. Of those, 1,284 (89 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees. ***SMEs generated nearly two-thirds (64 percent) of Rhode Island's total exports of merchandise in 2009, the fifth largest share among the states, and well above the national average of 31 percent.***
- Export-supported jobs linked to manufacturing account for an estimated 2.7 percent of Rhode Island's total private-sector employment.
- Top 10 contractors receiving the largest contract awards:
 - Raytheon Company - \$164,814
 - Systems Engineering Associates - \$65,309
 - Rite Solutions, Inc. - \$24,065
 - General Dynamics Corporation - \$23,592
 - McLaughlin Research Corp. - \$21,755
 - Consigli Construction Co, Inc. – \$19,493
 - Northrop Grumman Corporation - \$18,178
 - Science Applications International- \$18,094
 - H V Collins Company - \$15,481
 - Advanced Solutions for Tomorrow -\$14,771
- Rhode Island's largest export market in 2010 was Canada. Rhode Island posted merchandise exports of \$591 million to Canada in 2010, 30 percent of the state's total merchandise exports. Canada was followed by Mexico (\$136 million), Germany (\$118 million – ***a rise of 133.3 percent***), Turkey (\$86 million), and China (\$78 million). The state's largest merchandise export category is waste and scrap, which accounted for \$529 million of Rhode Island's total merchandise exports in 2010. Other top merchandise exports are chemicals manufactures (\$222 million), miscellaneous manufactures (\$217 million), computers and electronic products (\$173 million) and machinery manufactures (\$166 million).

Rhode Island Data Points

- In 2009, the metropolitan area of Providence-New Bedford-Fall River exported \$5.4 billion in merchandise. This is the only metropolitan area with counties in Rhode Island, and it also includes some counties in Massachusetts.
- After three consecutive years of job losses, Rhode Island began to recover jobs in 2010 – albeit at a modest pace. Unemployment fell to 11.5 percent by the end of 2010, but remained well above the national rate and fourth highest in the nation.
- Four ships have borne the USS *Rhode Island* and may refer to:
 - The first USS *Rhode Island*, originally a civilian steamship named *Eagle*, served initially as a supply ship operating along the Confederate coastline and after service in the Gulf of Mexico, she was assigned to tow many ships including the USS *Monitor* and USS *Stonewall*. She was decommissioned and sold in 1867.
 - The second USS *Rhode Island*, (BB-17), a 14,948 ton *Virginia* class battleship, took part in the “Great White Fleet” cruise around the world from 1907 – 1909. She served in training, developmental and anti-submarine patrol roles during World War I and was ultimately assigned to transport duty, bringing over 5,000 men home from France. She was decommissioned in 1920 and sold for scrapping in 1923.
 - *Ohio* class submarine SSBN-730 was to be named USS *Rhode Island* until the death of Henry M. Jackson, when it was renamed the USS *Henry M. Jackson* before commissioning, and the only SSBN in the *Ohio* class named after a person.
 - The third USS *Rhode Island* (SSBN-740) is a ballistic missile submarine commissioned in 1994, and an active part of the battle force.



Rhode Island Data Points

- Rhode Island is proud to be home to 31 Medal of Honor recipients that span from the Civil War to the Korean War:
 - During World War I only one Medal of Honor was awarded for heroism outside the European Theatre of action. Providence-born Chief Machinist's Mate Francis Edward Ormsbee, Jr. received a Medal of Honor for extraordinary heroism while attached to the Naval Air Station, Pensacola, Florida., on 25 September 1918. While flying with Ensign J. A. Jova, Chief Machinist's Mate Ormsbee saw a plane go into a tailspin and crash about three-quarters of a mile to the right. Having landed near by, Ormsbee lost no time in going overboard and made for the wreck, which was all under water except the two wing tips. He succeeded in partially extricating the gunner so that his head was out of water, and held him in this position until the speedboat arrived. Chief Machinist's Mate Ormsbee then made a number of desperate attempts to rescue the pilot, diving into the midst of the tangled wreckage although cut about the hands, but was too late to save his life.
 - John Edwards, Captain of the Top received a Medal of Honor for extraordinary heroism in action, serving as second Captain of a gun on board the USS *Lackawanna* during successful attacks against Fort Morgan, rebel gunboats and the ram Tennessee in Mobile Bay, Alabama, on 5 August 1864. Wounded when an enemy shell struck, Captain of the Top Edwards refused to go below for aid and, as heavy return fire continued to strike his vessel, took the place of the First Captain and carried out his duties during the prolonged action which resulted in the capture of the prize ram Tennessee and in the damaging and destruction of batteries at Fort Morgan.
 - Seaman Philip Moore received a Medal of Honor for gallant and heroic conduct in jumping overboard from the USS *Trenton*, at Genoa, Italy, 21 September 1880, and rescuing from drowning Hans Paulsen, Ordinary Seaman.

Connecticut 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.
- **Twelve** of the Fortune 500 ranked companies are based in cities in Connecticut, with GE ranked in the top 10 (ranked in revenues):
 - GE, United Technologies, Aetna, Hartford Financial Services, Xerox, Praxair, Stanley Black & Decker, Pitney Bowes, Emcor Group, Northeast Utilities, W.R. Berkley and Terex
- The Navy has a very visible presence in Connecticut, including assets such as the submarine base in Groton and nearly 2,300 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, Connecticut exports billions of merchandise (In 2010, export shipments totaled \$16.1 billion), thereby impacting local jobs, making over one-fifth (22.2 percent) of all manufacturing workers in Connecticut depend on exports for their jobs.

Connecticut Data Points

- As reported by *Bloomberg BusinessWeek*, Connecticut received \$550,000 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
- Export-supported jobs linked to manufacturing account for an estimated 4.7 percent of Connecticut's total private-sector employment.
- A total of 4,870 companies exported goods from Connecticut locations in 2009. Of those, 4,383 (90 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over one-quarter (28 percent) of Connecticut's total exports of merchandise in 2009.
- In 2009, foreign-controlled companies employed 100,300 Connecticut workers. Major sources of foreign investment in Connecticut in 2009 included Netherlands, the United Kingdom, Germany and Switzerland.
- Top 10 contractors receiving the largest contract awards (fiscal year 2009):
 - United Technologies Corporation - \$6,536,014
 - General Dynamics Corporation - \$3,775,304
 - Engineered Support Systems Inc. - \$158,948
 - Goodrich Corporation - \$134,413
 - Colt Defense LLC - \$131,121
 - Eurpac Service Inc. - \$121,426
 - Unilever N.V. - \$95,755
 - Northrop Grumman Corporation - \$90,570
 - American Bridge Holding Company - \$35,452
 - Colgate-Palmolive Company - \$29,331



Connecticut Data Points

- Connecticut's largest export market in 2010 was France. Connecticut posted merchandise exports of \$2.2 billion to France in 2010, 14 percent of the state's total merchandise exports. France was followed by Canada (\$1.6 billion), Germany (\$1.3 billion), China (\$1.0 billion), and Mexico (\$989 million).
- The state's largest merchandise export category is transportation equipment, which accounted for \$7.0 billion of Connecticut's total merchandise exports in 2010. Other top merchandise exports are machinery manufactures (\$1.5 billion), computers and electronic products (\$1.3 billion), agricultural products (\$1.1 billion) and chemicals manufactures (\$922 million).
- In 2009, the metropolitan area of Bridgeport-Stamford-Norwalk exported \$8.5 billion in merchandise, 46.1 percent of Connecticut's total merchandise exports. Other major metropolitan areas in Connecticut that exported in 2009 included Hartford-West Hartford-East Hartford (\$7.5 billion), New Haven-Milford (\$1.6 billion) and Norwich-New London (\$265 million).

Connecticut Data Points

- Six ships have borne the USS *Connecticut* and may refer to:
 - The first USS *Connecticut*, a gondola, was built in 1776 for service with the Continental Army on Lake Champlain. She took part in the Battle of Valcour Island in 1776 and this action helped delay the British advance from Canada and gained for the United States, valuable time to strengthen their forces, which made possible the American victory at Saratoga on 17 October 1777. Threatened with capture, the *Connecticut* was burned on orders to prevent capture by the enemy.
 - The second USS *Connecticut*, the original civilian steamship *Mississippi*, was converted to a warship and commissioned the USS *Connecticut* in 1861. She served as a transport ship, carrying supplies and personnel and also captured several sailing blockade runners. Her final tour of duty along the Atlantic coast and in the Gulf of Mexico took place as the Civil War came to an end. She was decommissioned in 1865 and sold and renamed the *South America* and began a commercial career that lasted until she broke up in 1879.
 - The third USS *Connecticut*, originally named USS *Pompanoosuc* in 1864, was built as a steam frigate as part of a Civil War program, but never launched and scrapped in 1884. She was renamed the USS *Connecticut* in 1869.
 - The fourth USS *Connecticut*, an *Arkansas* class Monitor, launched in 1900 and renamed USS *Nevada* (M-8) in 1901. Acted as a submarine tender and decommissioned in 1919.
 - The fifth USS *Connecticut* (BB-18), the lead ship of a class of six 16,000 ton battleships was commissioned in 1906 and became the flagship of the Atlantic Fleet in 1907 and retained that role for five years. She led the Atlantic Fleet's battleships out of Hampton Roads, Virginia, beginning a historic cruise around the world that lasted until February 1909. During World War I, she was employed as a training ship. In 1919, she served as a transport ship and in 1920 she made a training cruise through the Panama Canal to the west coast. She was decommissioned in 1923 and sold for scrapping.
 - The sixth USS *Connecticut* (SSN 22) is the second of three *Seawolf* class nuclear powered attack submarines. Her maiden deployment in 2002 was to the Mediterranean, and she has also travelled to the North Pole where her sail and rudder were attacked by a polar bear above the ice.

Connecticut Data Points

- Connecticut is proud to be home to 56 Medal of Honor recipients that span from the Civil War to the Vietnam War:
 - Captain of the Forecastle Thomas Harding, received his Medal of Honor for extraordinary heroism in action, serving as Captain of the Forecastle on board the U.S.S. *Dacotah* on the occasion of the destruction of the blockade runner *Pevensey*, near Beaufort, North Carolina, 9 June 1864. Learning that one of the officers in the boat, which was in danger of being, and subsequently was, swamped, could not swim, Harding remarked to him: "If we are swamped, sir, I shall carry you to the beach or I will never go there myself." He did not succeed in carrying out his promise, but made desperate efforts to do so, while others thought only of themselves.
 - Radio Electrician Thomas James Reeves, received his Medal of Honor posthumously for distinguished conduct in the line of his profession, extraordinary courage and disregard of his own safety during the attack on the Fleet in Pearl Harbor, Territory of Hawaii, by Japanese forces on 7 December 1941. After the mechanized ammunition hoists were put out of action in the *USS California* (BB-44), Reeves, on his own initiative, in a burning passageway, assisted in the maintenance of an ammunition supply by hand to the anti-aircraft guns until he was overcome by smoke and fire, which resulted in his death.
 - Gunnery Sergeant Allan Jay Kellogg, Jr., received his Medal of Honor for conspicuous gallantry and intrepidity at the risk of his life above and beyond the call of duty while serving as a platoon sergeant with Company G, Second Battalion, Fifth Marines, FIRST Marine Division (Reinforced), Fleet Marine Force, in connection with combat operations against the enemy on the night of 11 March 1970 in Quang Nam Province, Republic of Vietnam. Under the leadership of Gunnery Sergeant Kellogg, a small unit from Company G was evacuating a fallen comrade when the unit came under a heavy volume of small arms and automatic weapons fire from a numerically superior enemy force occupying well-concealed emplacements in the surrounding jungle. During the ensuing fierce engagement, an enemy soldier managed to maneuver through the dense foliage to a position near the Marines, and hurled a hand grenade into their midst which glanced off the chest of Gunnery Sergeant Kellogg. Quick to act, he forced the grenade into the mud in which he was standing, threw himself over the lethal weapon and absorbed the full effects of its detonation with his body thereby preventing serious injury or possible death to several of his fellow Marines. Although suffering multiple injuries to his chest and his right shoulder and arm, Gunnery Sergeant Kellogg resolutely continued to direct the efforts of his men until all were able to maneuver to the relative safety of the company perimeter. By his heroic and decisive action in risking his life to save the lives of his comrades, Gunnery Sergeant Kellogg reflected the highest credit upon himself and upheld the finest traditions of the Marine Corps and the United States Naval Service.

New York 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.
- **57** of the Fortune 500 companies are based in cities in New York (ranked in revenues):
 - J.P. Morgan Chase & Co, Citigroup, Verizon Communications, American International Group, International Business Machines, Pfizer, PepsiCo, MetLife, INTL FCStone, Goldman Sachs Group, Morgan Stanley, New York Life Insurance, Hess, News Corp., TIAA-CREF, American Express, Philip Morris International, Time Warner, Travelers Cos., Alcoa, Bristol-Myers Squibb, Time Warner Cable, Arrow Electronics, L-3 Communications, Colgate-Palmolive, Bank of New York Mellon Corp., Loews, CBS, Viacom, Consolidated Edison, Omnicom Group, ITT, Marsh & McLennan, Avon Products, Guardian Life Ins. Co. of America, KKR, Icahn Enterprises, BlackRock, Assurant, Estee Lauder, Henry Schein, Cablevision Systems, Eastman Kodak, Corning, Interpublic Group, CIT Group, McGraw-Hill, Virgin Media, Jarden, Barnes & Noble, Universal American, MasterCard, Starwood Hotels & Resorts, Foot Locker, Polo Ralph Lauren, Phillips-Van Heusen, NYSE Euronext
- The top 10 contractors receiving the largest contract awards (fiscal year 2009):
 - Lockheed Martin Corporation - \$1,723,706
 - Northrop Grumman Corporation - \$1,327,684
 - Harris Corporation - \$733,173
 - SRC TEC Inc. - \$510,892
 - Bechtel Group, Inc. - \$348,511
 - McCann-Erickson Worldwide, Inc. - \$228,613
 - L-3 Communications Holding, Inc. - \$130,735
 - J Kokolakis Contracting Inc. - \$127,586
 - BAE Systems PLC - \$117,892
 - Saint Vincents Catholic Medical - \$105,413

New York Data Points

- The Navy has a very visible presence in New York, with nearly 2,000 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, New York exports billions of merchandise (In 2010, export shipments totaled \$69.7 billion), thereby impacting local jobs, making over one-fifth (21.4 percent) of all manufacturing workers in New York depend on exports for their jobs.
- As reported by the *Associated Press* in October 2011, New York received almost \$900,000 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
 - New York officials hope to increase small and medium enterprise exports to China and Korea by \$250 million and create or retain 2,500 export-related jobs in the state
- A total of 26,926 companies exported goods from New York locations in 2009, **the third highest of exporters among the 50 states**. Of those, 25,422 (94 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated nearly three-fifths (58 percent) of New York's total exports of merchandise in 2009.
- In 2009, foreign-controlled companies employed 386,100 New York workers. Major sources of foreign investment in New York in 2009 included the United Kingdom, France, Germany, and Switzerland.

New York Data Points

- New York's largest export market in 2010 was Canada. New York posted merchandise exports of \$14.7 billion to Canada in 2010, 21 percent of the state's total merchandise exports. Canada was followed by the United Kingdom (\$4.7 billion), Hong Kong (\$4.5 billion), Switzerland (\$4.2 billion), and Israel (\$4.2 billion).
- The state's largest merchandise export category is miscellaneous manufactures, which accounted for \$15.6 billion of New York's total merchandise exports in 2010. Other top merchandise exports are computers and electronic products (\$6.4 billion), machinery manufactures (\$5.9 billion), chemicals manufactures (\$5.8 billion) and used merchandise (\$5.4 billion).
- In 2009, the metropolitan area of Rochester exported \$4.9 billion in merchandise, 7.7 percent of New York's total merchandise exports. Other major metropolitan areas in New York that exported in 2009 included Buffalo-Niagra Falls (\$3.6 billion), Albany-Schenectady-Troy (\$3.2 billion), Poughkeepsie-Newburgh-Middletown (\$2.2 billion), and Syracuse (\$1.3 billion). Another metropolitan area exporter that included some counties of New York was New York-Northern New Jersey-Long Island (including some counties in New Jersey and Pennsylvania as well) which exported \$70.0 billion in merchandise in 2009, the highest export value of any metropolitan area in the U.S.

New York Data Points

- Seven ships have borne the USS *New York* and may refer to:
 - The first USS *New York*, a gondola, took part in the Battle of Valcour Island in 1776. Threatened with capture, the *New York* was burned on orders to prevent capture by the enemy.
 - The second USS *New York*, was a 36-gun frigate commissioned in October 1800. She protected merchantmen en route to the Caribbean and saw action between 1802-1803, only to be burned in harbor by the British at the culmination of the War of 1812.
 - The third USS *New York*, was a 74-gun ship-of-the-line, laid down in 1820, but never saw active duty. She was burned in 1861 to prevent the Rebels approaching from Virginia to gain control.
 - The fourth USS *New York* was a steam-powered screw sloop originally named *Ontario* in 1863, and renamed USS *New York* in 1869 and then sold in 1888 – after never leaving port.
 - The fifth USS *New York* (CA2), an Armored Cruiser, served as flagship of the U.S. South Atlantic squadron at the outbreak of the Spanish-American War. She served as flagship of the Asiatic Fleet before being renamed USS *Saratoga*. She played important roles in World Wars I and II and participated in atomic tests in 1946. She was decommissioned later that year.
 - The sixth USS *New York* (BB-34), battleship, served throughout World War I, participating in the bombardment of Iwo Jima, and was used in atomic tests after World War I. She was decommissioned in 1946 and earned one battle star each for Iwo Jima, Okinawa and North Africa.
 - The USS *New York City* (SSN-696) is a *Los Angeles* class attack submarine, commissioned in 1979, serving and decommissioned in 1997.
 - The seventh USS *New York* (LPD-21), a *San Antonio* class landing platform dock warship was commissioned in November 2009 and is one of the three amphibious assault ships named after places attacked on September 11, 2001. The steel in their bows is salvaged and reformed steel from the World Trade Center's twin towers.

New York Data Points

- New York is proud to be home to 663 Medal of Honor recipients that span from the Civil War to the War in Afghanistan:
 - Coxswain William McKnight, received his Medal of Honor for extraordinary heroism in action, serving as Captain of a gun on board the USS *Varuna* during the attacks on Forts Jackson and St. Philip, Louisiana. During this action at extremely close range, while his ship was under furious fire and was twice rammed by the rebel ship *Morgan*, McKnight remained steadfast at his gun throughout the thickest of the fight and was instrumental in inflicting damage on the enemy until the *Varuna*, so badly damaged that she was forced to beach, was finally sunk.
 - Coxswain John McCloy, received his first Medal of Honor for extraordinary heroism in action while serving with the detachment from the USS *Newark*, fighting with the relief expedition of the Allied forces in China, 13, 20, 21, and 22 June 1900. During this period and in the presence of the enemy, Coxswain McCloy distinguished himself by meritorious conduct. He received his second Medal of Honor as a Chief Boatswain's Mate, for heroism in leading three picket launches along Vera Cruz sea front, drawing Mexican fire and enabling cruisers to save our men on shore, 22 April 1914. Though wounded, Chief Boatswain's Mate McCloy gallantly remained at his post
 - Lieutenant Michael Patrick Murphy, received his Medal of Honor posthumously for conspicuous gallantry and intrepidity at the risk of his life above and beyond the call of duty as a member of SEAL Deliver Vehicle Team ONE and the leader of a special reconnaissance element with Naval Special Warfare Task Unit Afghanistan on 27 and 28 June 2005. While leading a mission to locate a high-level anti-coalition militia leader, Lieutenant Murphy demonstrated extraordinary heroism in the face of grave danger. Operating in an extremely rugged enemy-controlled area, Lieutenant Murphy's team was discovered by anti-coalition militia sympathizers, who revealed their position to Taliban fighters. As a result, between 30 and 40 enemy fighters besieged his four-member team. When the primary communicator fell mortally wounded, Lieutenant Murphy repeatedly attempted to call for assistance for his beleaguered teammates. Realizing the impossibility of communicating in the extreme terrain, and in the face of almost certain death, he fought his way into open terrain to gain a better position to transmit a call. This deliberate, heroic act deprived him of cover, exposing him to direct enemy fire. Finally achieving contact with his headquarters, Lieutenant Murphy maintained his exposed position while he provided his location and requested immediate support for his team. In his final act of bravery, he continued to engage the enemy until he was mortally wounded, gallantly giving his life for his country and for the cause of freedom. By his selfless leadership, courageous actions, and extraordinary devotion to duty, Lieutenant Murphy reflected great credit upon himself and upheld the highest traditions of the United States Naval Service.

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