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RECRUITER

Cyber Recruiting

Fleet Week New York

3D Printers



EMISWI SIMBUL

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From the Admiral



Rear Admiral Jeffrey W. Hughes
Commander, Navy Recruiting Command



Navy Recruiting Warriors,

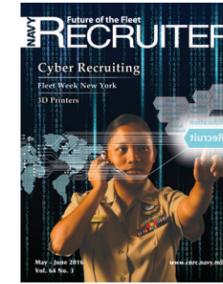
The summer recruiting push is in full swing just as new advancement announcements are out as well. I congratulate all of our selectees (Officer and Enlisted) who made the cut through hard work, professionalism and dedication.

Our 58th CNP, Vice Adm. Bob Burke, is officially settled in and will keep us on our steady course to enable the modernization of the Navy's greatest and most indispensable weapons system — our great people. He understands recruiting and is fully supportive of our efforts to transform through seizing opportunities and addressing future challenges. CNPs priorities are to: #1 Man the Fleet, #2 Deliver Sailor 2025 and #3 Transform MPT&E. We at NRC are working hard to support achieving these objectives now and in the future. By the time you read this, we will have completed a nationwide CO, CMC and CR off-site where we will have charted our future course and determined the sailing directions that will guide our efforts. I will have more for you in our July – August edition.

This issue highlights a couple of exciting developments in the way we support achieving our desired endstate — unleashing our Cyberspace Recruiting team and the Virtual Recruiting & Optimization program. Both are critical evolutionary steps to ensure that we exceed expectations for manning the Fleet of the future.

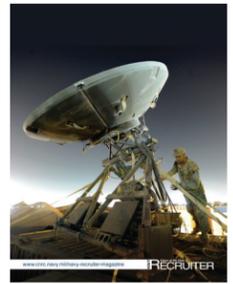
Our cyberspace recruiters have been in place for quite some time now and continue to make our recruiting process more effective and efficient. Our cyberspace recruiters are the virtual ambassadors to the public and they serve as the bridge for information that applicants desire and require before making life-changing decisions. As we push deeper into the 21st century, our target market is reliant on immediate access to information through their mobile devices or tablets. Our cyber recruiters are able to reach out to them almost immediately, providing decision quality information to applicants across the entire recruiting process. Field recruiters work closely with their cyber teammates to connect with prospective applicants and get them into jobs that both fit them and the Navy — a true win-win value solution. Owning the cyber domain by rapidly providing accurate and influential information will separate us from our competition.

Rear Admiral Jeff Hughes



FRONT COVER:

EM1 Jhoana Simbul, assigned to Navy Recruiting Command's Cyber Recruiting team, was recently promoted to EM1. Read her story on page 18. (U.S. Navy Illustration by MC2 Brandon Martin and Kim Hyback)



BACK COVER:

ET2 Jarrod Long, assigned to Naval Mobile Construction Battalion 15, works to complete maintenance on communications equipment. (U.S. Navy photo by MC1 Daniel Garas)

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Navy Recruiter encourages the submission of "Letters to the Editor" and articles expressing the opinion of individuals in the Navy recruiting community. All submissions must be signed. Send submissions to: Editor, Navy Recruiter Magazine, Navy Recruiting Command, 5722 Integrity Drive, Bldg. 784, Millington, Tenn. 38054-5057 or send an e-mail to scott.bigley@navy.mil.

Q & A With N9:

U.S. Navy's Marketing and Advertising Department

Story by MC3 Brandon Martin,
Navy Recruiting Command Public Affairs

Capt. Dave Bouve, director of Marketing and Advertising at Navy Recruiting Command answers questions as part of an interview with MC3 Brandon Martin. (U.S. Navy photo by MC2 Scott Bigley)



Who is the new advertising agency?

As of May 20th, our new agency is Young & Rubicam, also known as Y&R. They are a global company with headquarters in New York.

Why did Navy Recruiting decide to switch agencies?

It wasn't our decision. This was part of a normal rhythm of how contracts get re-competed every five years. Both the incumbent agency Campbell Ewald and Y&R both put forward proposals. The proposals were evaluated price-blind by people who were in a position to judge them based on their merits. Those evaluations then went up to the Naval Supply Systems Command Fleet Logistics Center, a contracting agency in Philadelphia, and they made the final call.

What can they bring to the table?

They are a large and diverse company, so they've got depth, expertise and buying power. They also have a network of subsidiaries that are going to make up what we are calling the Navy Partnership. Additionally, in July they are going to open an office in downtown Memphis that is going to handle the bulk of the Navy work so whenever we need to see them it won't require someone to travel.

How will this change affect the Navy's STEM vehicles?

The current STEM vehicles were cutting edge at the time that we purchased them but we recognize that they need to be updated. We are looking for more impact and a more interactive experience. The N9 team and Y&R have come up with some good ideas for what will replace them. The basic idea – one larger display and one smaller, more portable display will remain the same. We expect to have these new assets up and running by the end of the summer. Even though Campbell Ewald is not our agency anymore, we extended the contract for the current STEM 1 and STEM 2 vehicles to maintain coverage for the field until then.

How will the new contract affect Navy recruiting?

We are taking a completely fresh look at how we are doing our advertising. We are going to be doing much more targeted messaging. For that we are going to need data; and, fortunately, we have a great relationship with Google, which has the ability to provide insights on what sites people visit, what they search for, and what their interests are when they search for information on the Navy. One interesting insight that Google has given us so far is that people who search for the Navy online show more interest in individual-oriented sports like mixed martial arts and swimming than in traditional stick-and-ball sports like football and baseball. This tells us we need to consider where we place our

advertising – maybe we want less college football, and more coverage of events like the Crossfit Games.

What projects will the new agency help facilitate to enhance Navy recruiting advertising?

We are going to be scaling our relationships with social media properties like LinkedIn, Facebook and other social networks. Y&R has the ability to establish those relationships, scale buying power and make it more affordable. We are going to be looking to replace our convention displays both at the national and local level. We are also going to be exploring things like 360 degree video and virtual reality. Many objections and knowledge gaps on the part of prospects center on the lifestyle and "what's it really like" questions, and the better we can capture that information and present it to them in a compelling way, the better we are going to be able to overcome these obstacles.

What can the field expect to see differently?

The field can expect to see more and better leads, and that is a critical point. It's much more efficient to have qualified and interested people show up to their doorsteps than it is for them to have to go out and look for them. The better of a job we can do generating leads and blueprinting them properly and getting that information into R-Tools or PRIDEMOD2, the more qualified applicants the field can expect. It is all about making the recruiter's job easier. They will also see more and better field displays and convention support.

What will be needed from the field to strengthen the new partnership?

Two things. One is feedback. That feedback is really critical and I want to make sure that recruiters understand that we are listening and we do value what they are saying, even if I can't do everything or make changes as fast as I would like. The second is that we need accurate data from the recruiters. We base a lot of our decisions on where and how to advertise on information drawn from NALTS and R-Tools, specifically as it pertains to lead sources and disposition codes. For the agency to determine the right advertising mix and figure out what works and what doesn't, that data has to be accurate. If the information is flawed coming in, I can't necessarily count on the right decisions being made by us here at headquarters.

When can we expect the new ads to be rolling out?

In terms of timing, we are looking to do some minor revisions on the current ads (The Shield and Pin Map) to help extend their life until we get the new ones on the street. We don't know exactly when the new ones will come out, possibly at the end of FY17 or beginning of FY18. That is all going to depend on a variety of other things as well.

Is the new agency going to help develop the Navy's new slogan?

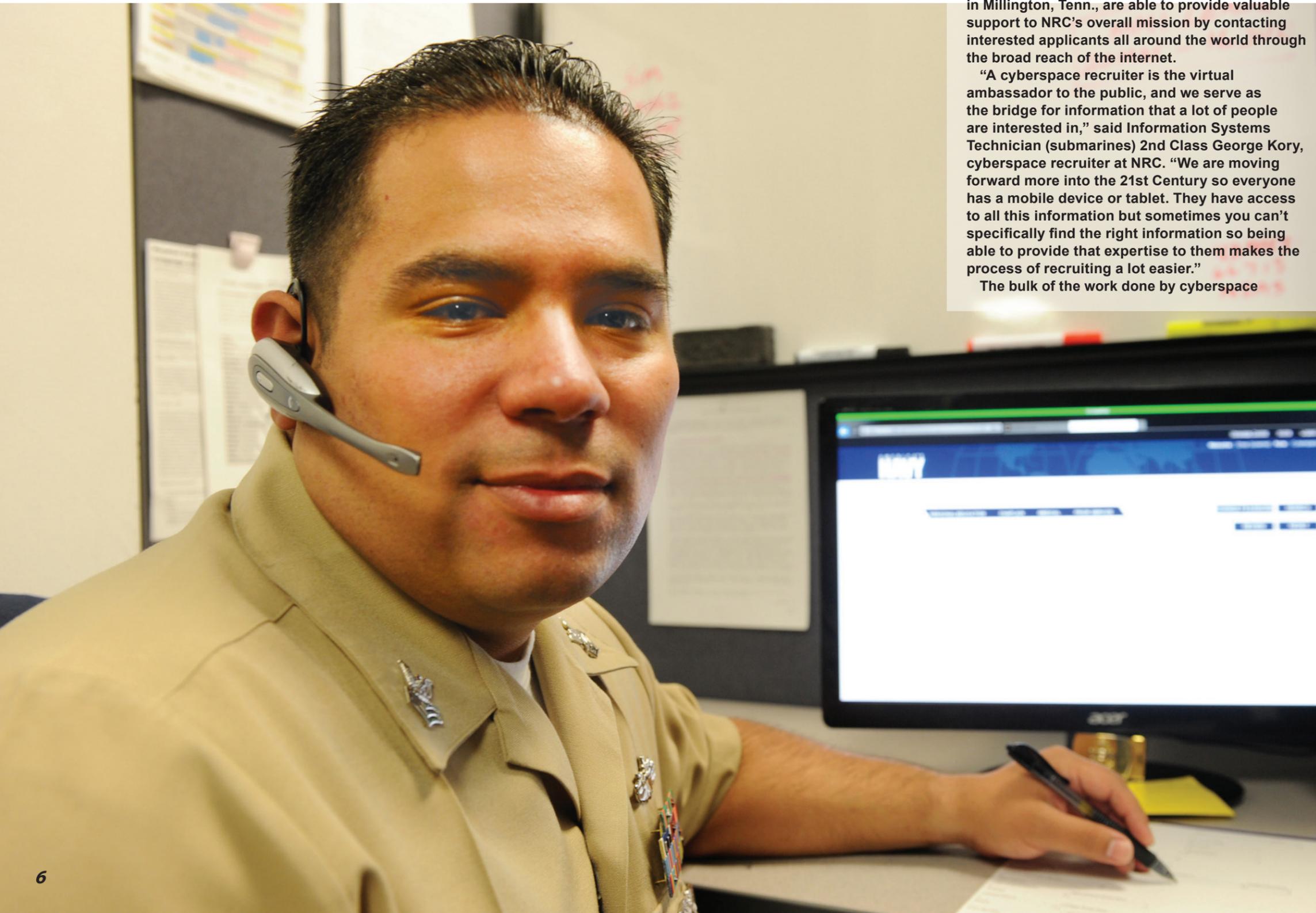
Preliminary research has already begun on what we want in a themeline to replace "A Global Force For Good", and we hope to get approval from Navy leadership on a new one by the end of FY17. The approvals for this go way up the chain of command, so it's just not an inherently fast process.

What do you most look forward to with this new contract?

Energy, new ideas, and professionalism. Y&R brings so much to the table; I really look forward to working with all of the new team members. They are so eager and proud to have the ability to represent the Navy and make a contribution to one of the Services.

NRC's Online Force Helps Expand Recruiting Range

Story and photo by MC3 Brandon Martin, Navy Recruiting Command Public Affairs



For many aspiring Sailors, the Navy journey doesn't begin with a call to a recruiter or a pamphlet from a guidance counselor at their high school. With the constant advances in technology, many applicants start their path at the end of a keyboard.

Thanks to the highly dedicated cyberspace recruiting team at Navy Recruiting Command (NRC), qualified men and women are able to receive information about the Navy and start the initial phase of their recruitment process virtually.

Cyberspace recruiters, while physically located in Millington, Tenn., are able to provide valuable support to NRC's overall mission by contacting interested applicants all around the world through the broad reach of the internet.

"A cyberspace recruiter is the virtual ambassador to the public, and we serve as the bridge for information that a lot of people are interested in," said Information Systems Technician (submarines) 2nd Class George Kory, cyberspace recruiter at NRC. "We are moving forward more into the 21st Century so everyone has a mobile device or tablet. They have access to all this information but sometimes you can't specifically find the right information so being able to provide that expertise to them makes the process of recruiting a lot easier."

The bulk of the work done by cyberspace

recruiters is done on www.navy.com, a website for people interested in how to join the Navy. Through the website, prospective applicants are able to start an instant chat with a cyberspace recruiter.

From there, the cyberspace recruiter may conduct an initial basic interview, often called a "blueprint," to ensure that the applicant meets the Navy's base eligibility requirements. If the applicant meets the requirements, such as level of education and height and weight standards, then the cyber recruiter passes on the information to a field recruiter near the applicant's hometown.

"The relationship between field recruiters and cyberspace recruiters is a mutually beneficial one," said Machinist's Mate 1st Class Enes Gutierrez, cyberspace recruiter at NRC. "A lot of what field recruiters do is creating awareness of the Navy and its importance in the world. Those people they reach are often the ones we speak to on chat every day. While they might not be ready to talk to the field recruiters, they are ready to talk to us because they know there is no commitment. From there, we screen them and ultimately get them back to the field recruiters. Overall, the field benefits us, we benefit them and we all benefit the Navy."

Due to the nature of their job, cyberspace recruiters can be called upon to work arduous hours; however, that does not mean that the job is without its perks. In the case of Electrician's Mate 2nd Class Jhoana Simbul, a cyberspace recruiter at NRC, these perks make the job all worth the while.

"The best part about cyberspace recruiting is the people I work with," said Simbul. "Given the working hours and being at my second duty station, I could not ask for better support from my command. It's competitive here but we don't bring each other down. We push each other and challenge one another to be better. In a way, we all bring out the best in each other."

In FY15, cyberspace recruiting received 66,756 chats which generated 7,848 leads that ultimately produced 445 new Sailors.

In addition to the cyberspace recruiting unit, NRC consists of a command headquarters, two Navy Recruiting Regions and 26 NRDs, which serve hundreds of recruiting stations across the country.

The overall mission of NRC is to acquire America's best talent for the Navy by accessing high quality Sailors and officers and achieve all recruiting goals.

For more news from Commander, Navy Recruiting Command, visit us on the web, www.navy.mil/local/cnrc/; on our Youtube channel, U.S. Navy Recruiter; on Facebook, www.facebook.com/NavyRecruiting; and on Twitter, [@usnavyrecruiter](https://twitter.com/usnavyrecruiter).

MM1 Enes Gutierrez, a cyberspace recruiter at Navy Recruiting Command, processes an application at the Cyberspace Recruiting office in Millington on May 20.

Tips and Tricks for Recruiters Using Social Media

Story by EM1 Grant Khanbaliner, Navy Recruiting Station Toms River

With the optimization of Navy Recruiting Districts (NRD), social media has become a 'go-to' resource for finding Future Sailors. This emergence has even brought an allocation of funds to 'boosting' features on social media sites. Here are some lessons learned that have been beneficial for NRD Philadelphia's virtual recruiting team.

- First step is to set up a professional Facebook™ page instead of a personal profile page. On their professional pages, recruiters will be able to reach out to potential applicants and monitor interest in joining the Navy. Districts can promote their own pages focusing on local interest that their region or the nation might not be aware. This will allow the increase of local leads and will make it feasible to blue print an applicant faster and assign him/her respectively.
- Once ads or postings have been made on the page, recruiters will be given the "Boost" option. Utilizing the boost option, the recruiter can filter who sees the post based on location, age, gender and individual interests.
- Facebook pages can be venues for a number of different campaigns. Two of the most popular are informative campaigns and website click campaigns. Through an informative campaign, recruiters can put out information on certain things the Navy does or wants to be highlighted. A website click campaign redirects the interested party to any website that the Navy wishes such as the www.navy.com "Contact a Recruiter" page which will lead to an overall increase in national leads.
- If recruiters rely solely on phone numbers from a school list, they are most likely to receive a number belonging to the potential applicant's parents. Using social media outlets like Facebook or Twitter, recruiters can send friend requests and messages to the person directly and see when and if it was read.
- Posting will be vital. After a Future Sailor joins, with

their permission, post a picture of him/her on Instagram and Facebook. With the picture, write an explanation of the job they received and tag them so that all of their friends will see it. This will spark interest in others. After it begins to receive likes and comments, send those who are liking and commenting a friend request or private message.

- Avoid posting only Navy related photos. Post pictures and statuses that provide a personal touch. Show the perks of being in the Navy such as the places the recruiters have been or vehicles they can now afford. Providing lifestyle posts will draw more attention than standard Navy posts. While showing one's service is important, dialing down on the coverage will prevent alienation of potential applicants that are on the fence. Always accentuate the positives of life in the Navy.
- Facebook Live/Periscope is a new program that recruiters can utilize. It allows the user to broadcast live, track the volume of viewers and provide instant comments/reviews. Recruiters can use these applications to have a Q&A with users that are nervous to come in the office right away.



above: Cmdr. Karen Muntean, commanding officer and Command Master Chief Eric Mays, Navy Recruiting District San Antonio pose with Jenna Johnson, a future Sailor, who was honored during Our Community Salutes-San Antonio's 5th Annual "A Night in Your Honor" held in the Rosenberg Sky Room at the University of the Incarnate Word. (Navy Photo by Burrell Parmer, NRD San Antonio Public Affairs)

Eye on the Field

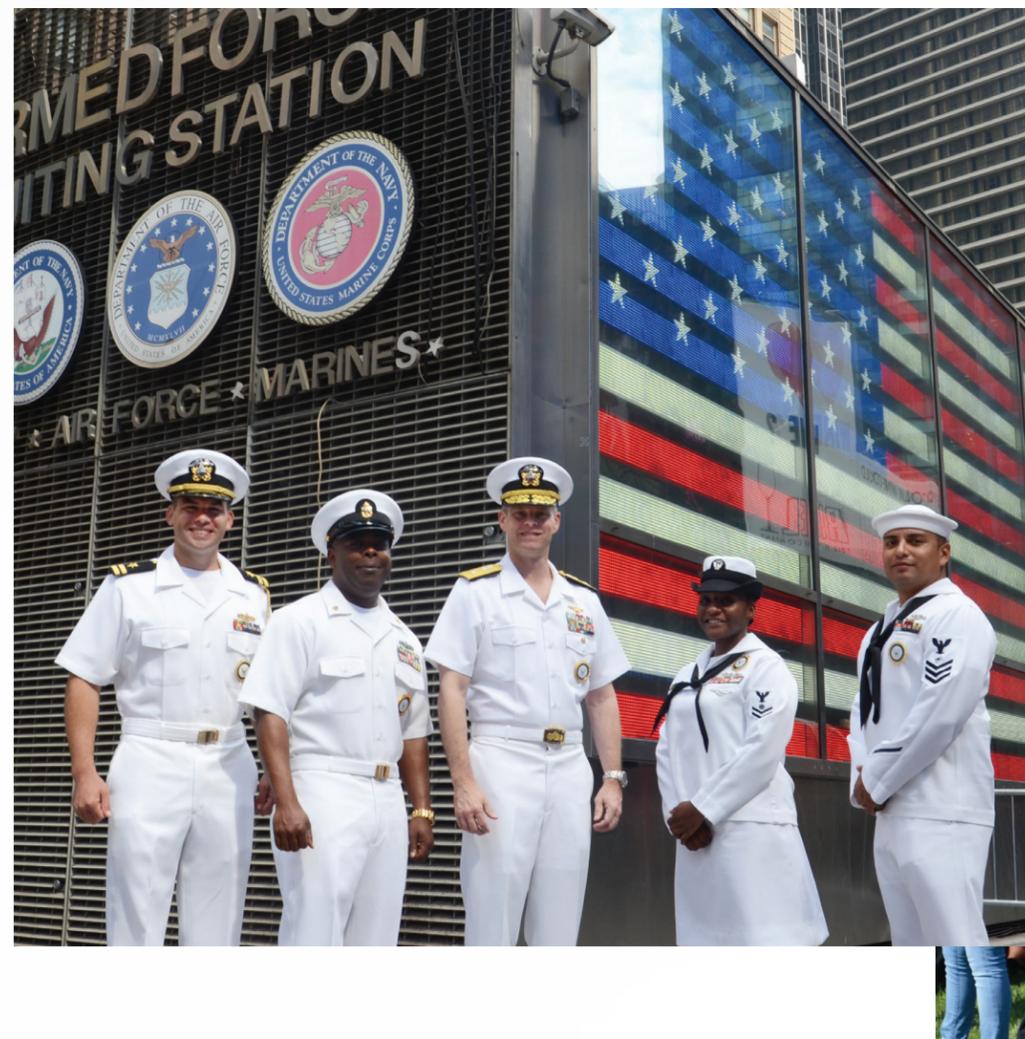
below: HMC Nick Gomez, left, and ND3 Kurt Callaway, both attached to Mobile Diving Salvage Unit 2, place a MK-V dive helmet on a student from The Principia School during a presentation by representatives of the Navy as part of St. Louis Navy Week. (U.S. Navy photo by MC1 Latrice Jackson)



EM1 Grant Khanbaliner gives tips on how to use social media as a recruiting aid to various local Memphis-area recruiters at the Naval Operations Support Center (NOSC) in Millington, TN.

Fleet Week New York

Rear Adm. Jeffrey W. Hughes, commander, Navy Recruiting Command, tours New York as part of Fleet Week New York. Fleet Week New York, now in its 28th year, is the city's time-honored celebration of the sea services. It is an unparalleled opportunity for the citizens of New York and the surrounding tri-state area to meet Sailors, Marines and Coast Guardsmen, as well as witness firsthand the latest capabilities of today's maritime services. (U.S. Navy photos by MCC Travis Simmons)



Virtual Recruiting:

Coming into its Own at NRD San Antonio

Story and photo by Burrell Parmer,
Navy Recruiting District San Antonio Public Affairs

At the onset of 2015, Navy Recruiting Command announced that it would begin a pilot program to test the effectiveness of virtual recruiting in a few select recruiting districts.

As part of the virtual recruiting effort, recruiters and resources, such as government vehicles and brick and mortar facilities, were redistributed to better support production and to save the government money.

Now, only a year and a half after the announcement, virtual recruiting is proving to be a vital tool for recruiters.

In the Virtual Division, recruiters have transitioned to an e-recruiting method where they now communicate with prospects and Future Sailors through email, telephone and social media.

“Two Sailors are assigned to the Virtual Division and are paving the way,” said Senior Chief Navy Counselor Daniel Christmas, virtual division leading petty officer at Navy Recruiting District (NRD) San Antonio. “They truly understand social media and how

to maximize it for Navy Recruiting.”

“Virtual Recruiting is new to our target market and most prospects are accustomed to talking with a recruiter at the recruiting station,” said Christmas.

“We are in contact with the high school counselors where some of our recruiting stations have closed and informing them about Virtual Recruiting and how a student can contact a Navy Recruiter from the comforts of their home,” said Christmas. “That student could have their parents with them as they FaceTime with a recruiter through iPhone, instant message through Facebook or by teleconference.”

According to Christmas, NRS Midland covered territory that was four to five hours away from the station. Now a potential applicant does not have travel hours to talk with a recruiter nor does a recruiter have to drive for hours to physically talk with that potential applicant.

NRD San Antonio uses its Facebook page to reach out to potential applicants. The virtual recruiters encourage Future Sailors to like the page in addition

to those Sailors who were recruited from the NRD, thus building a virtual network in their target market. They are also asking the high school counselors to visit and like the page as well.

There are more than 60 high schools which the NRD’s Virtual Division has within its area of responsibility.

“It’s going to take some time in order for the counselors to understand what Virtual Recruiting is and how to direct a student who is interested in joining the Navy,” said Christmas. “We are seeing some good generation from our Facebook presence. Our recruiters have generated appointments and held interviews on Facebook, so it seems to be working.”

NRD’s first Virtual Recruiting contract was generated in March by Engineman 2nd Class Keyth Curnutt. The Future Sailor who Curnutt worked with lives in a rural area approximately four hours from the NRD Headquarters.

“We were able to communicate initially through Facebook, and the recruiter processed him totally through virtual means,” said Christmas. “He was brought to the MEPS for one day of processing. His kit was processed smoothly, and he received a contract as a nuclear engineer.”

Once in the delayed entry program, the recruiters maintain contact with Future Sailors through virtual means to include telephone, FaceTime, Facebook and other means for mentoring, training or Q & A. It ranges from just simple text message to a phone call or FaceTime.

“We are utilizing the tools we have at our disposal,” said Christmas. “Virtual Recruiting not only benefits the recruiter but also the prospect and Future Sailor as well. It’s all about instant communication, and it pays huge dividends by saving the government a lot of time and money.”

“I really think the sky is the limit,” continued Christmas. “Virtual Recruiting and the optimization plan cater to today’s prospect who doesn’t necessarily want or need to get into a car to come see someone. They are used to communicating via text and Facebook. It seems like second nature to them.”

Cmdr. Karen Muntean, commanding officer, Navy Recruiting District San Antonio, stands with members of the NRD’s Virtual Recruiting Division, AM2 Michael Vieyra, EN2 Keyth Curnutt, and NCCS Daniel Christmas. Muntean awarded the Virtual Division the “Victor Award” for outstanding production for the month of April.



Navy Officials: 3-D Printing to Impact Future Fleet with 'On Demand' Manufacturing Capability

Story by John Joyce, Naval Surface Warfare Center, Dahlgren Division Corporate Communications

Is it possible to produce parts and equipment from scratch for Sailors -- aboard ships and on demand?

Can the Navy rush deliver parts and high-tech gear such as customized unmanned systems, avionics components, and improvised explosive device detectors to its warfighters?

"Yes we can," say Navy officials and when Additive Manufacturing -- also known as 3-D Printing -- fully hits the fleet, Sailors could receive their orders within a substantially reduced time frame.

Remarkably, Sailors and Marines are already inventing new products, expanding the realm of possibilities made real by 3-D printing while saving time, resources, and money.

John Burrow, deputy assistant secretary of the Navy for Research, Development, Test and Evaluation, addressed a gathering of 3-D printing exhibitors and visitors at the Department of the Navy Additive Manufacturing Showcase April 20.

"Additive Manufacturing will fundamentally change how we think, how we do business, the cost variable,

and how we make decisions," said Burrow. "I think you are about to see its operational and technical potential literally explode off the map."

As Burrow and Navy officials look at that map, they envision a future with 3-D printers forward deployed with Marines and installed aboard warships as well as shore-based commands.

In fact, Navy Supply Command is anticipating a paradigm shift that will enable delivery of parts and equipment "just in time" to Sailors.

This shift to integrate 3-D printing into the Navy's supply strategy will ensure that no request for a manufactured item will be left behind, according to Capt. Armen Kurdian, director of Engineering and Product Support for Navy Supply Command.

What's more, Sailors without a 3-D printer or are unable to make a product won't have to look far for support. Their command supply officers will be able to special order parts and equipment for rapid production via 3-D printing.

"Additive manufacturing could bring about revolutionary changes to the Navy Supply System, with an associated paradigm shift from the current order and stocking system to implementation of just-in-time inventory," said Kurdian after the event, hosted by Naval Surface Warfare Center Dahlgren Division. "It has the potential to move the point of manufacture for hundreds of components and parts closer to the point of demand."

In many cases, the waiting time for an order could be reduced from months or weeks to days or hours.

Kurdian, Burrow and more than 100 visitors viewing the exhibits at the University of Mary Washington, Dahlgren campus were clearly struck by the reality of 3-D printing's potential impact to the fleet.

"The volume of creative and innovative ideas made feasible with 3-D printing is astounding," said Lynn Shoppell, NSWC Dahlgren Division physicist and showcase coordinator. "The exhibitors demonstrated that their concepts for increased technical capabilities, rapid prototyping, improved logistics operations, and cost reduction initiatives are achievable with 3-D printing. Participants also experimented with Additive Manufacturing technology, research and development."

From a vantage point onstage during his keynote speech, Burrow could see 25 additive manufactured projects rapidly 3-D printed by government employees to solve problems, reduce costs, reduce risk, and improve technical capabilities for the warfighter.

Suddenly, he pointed to one project in the back of the auditorium.

"You can't put that on a ship or a submarine -- it's for training," said Burrow regarding the Globe Valve Training Aid, 3-D manufactured by NSWC Dahlgren Division engineers based at Combat Direction Systems Activity in Dam Neck, Virginia.

The one-inch manual primary globe valve was built for classroom training at Norfolk Naval Ship Yard. The valve mock-up is being used to familiarize engineers and mechanics with valve operation and repair procedures.

"It's significant because this same tool is used in a training classroom to give Sailors or Marines an opportunity to tear it apart and put it back together," said Burrow. "The original system costs \$50,000, but they built it for \$500. Identical, and that's significant. Start looking at these price differentials. They are substantial."

Burrow sponsored the event to explore innovative applications of Additive Manufacturing that benefit the warfighter and to highlight its impact throughout program life cycles -- from early concepts into component and system testing, and sustainment.

The Navy still has crucial engineering, business, and legal questions to answer, however, before it can fully take advantage of Additive Manufacturing capabilities. For example, how will acquisition program managers know that parts produced via 3-D printing match the specifications of the same parts produced conventionally? How will supply officers apply data rights and intellectual property laws? How will they handle orders and billing?

"If we don't manage and implement the business side of additive manufacturing properly, we could fail to realize the full weight of the benefits it can bring to the Department of Defense," cautioned Kurdian. "We will need to develop new contracting strategies to exploit on-demand or even automated IDIQ (indefinite order, indefinite quantity) so that a fleet user could put in a demand signal for a particular component. An order would be transmitted through the supply system to the most suitable geographic location where it could conceivably get a 3-D machine printing that part without any human interaction from the moment the demand signal is sent."

Exhibitors showcasing additive manufacturing projects represented Naval Air Systems Command, Naval Research Laboratory, NSWC Carderock, NSWC Indian Head EODTD, NSWC Panama City, NSWC Dahlgren,



Naval Undersea Warfare Center (NUWC) Keyport, NUWC Newport, Johns Hopkins University Applied Physics Laboratory, Pennsylvania State University Applied Research Laboratory, and Walter Reed Medical Facility Department of Radiology.

Each participating organization developed, designed, and fabricated components or complete systems using additive manufacturing to directly benefit the warfighter.

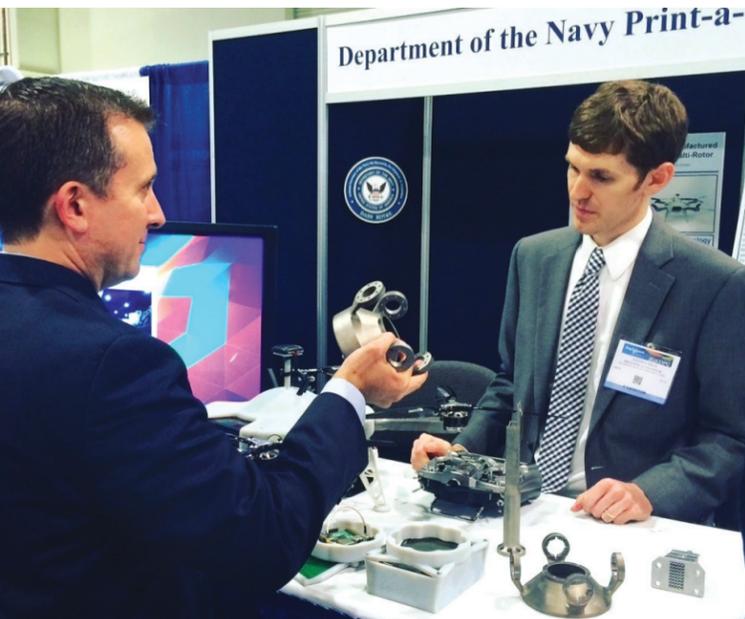
In addition to the Globe Valve Training Aide, 3-D projects on exhibit included:

- Meso-scale Robotic Locomotion Initiative.
- Waterjets Utilized on Model-Scale Test Platforms for Hydrodynamic Testing and Evaluation.
- Hierarchical and Multiscale Topology Optimization for On-Demand Hand Tools.
- Tunable Metamaterial Hulls for Acoustically Cloakable Uninhabited Underwater Vehicles.
- MK29 Helmet Modifications.
- Medium Girder Bridge Model Training Aid sets.
- Reinventing Unmanned Systems and System Performance Metrology

Selected submissions from the showcase at Dahlgren were on exhibit at the Navy League's 2016 Sea-Air-Space Exposition from May 16-18.

For more information, visit <http://www.navy.mil/>, <http://www.facebook.com/usnavy/>, or <http://www.twitter.com/usnavy/>.

For more news from NSWC Dahlgren, visit <http://www.navy.mil/local/NSWCDD/>.



left: Navy engineer Steve Price answers an attendee's question about the small additively manufactured modular payload multi-rotor at the 2016 Sea-Air-Space Expo. (U.S. Navy photo)

above: Dr. John Burrow gets behind the wheel of a driverless, Ford F-350 truck with software integrated by the Applied Manufacturing Technology Department at Naval Air Warfare Center Weapons Division China Lake. (U.S. Navy photo)



above: Aircrewman Operator 2nd Class Brandon Fregeau searches for signs of missing EgyptAir flight MS804 on a P-3 Orion maritime patrol aircraft from Patrol Squadron 4. (U.S. Navy photo by MC2 Rebecca Sunderland)

Eye on the Fleet

below: Marines and Sailors with Kilo Company, 3rd Battalion, 2nd Marines attack Range 400 at Marine Corps Air Ground Combat Center Twentynine Palms. (U.S. Navy photo by MC1 Nathan Laird)



above: Quartermaster 2nd Class Caalexico Jenkins, assigned to Whidbey Island-class dock landing ship USS Fort McHenry (LSD 43), guides a tour of the ship to students from The Harbor View School on Staten Island during 2016 Fleet Week New York. (U.S. Navy photo by MC3 Patrick D. Maher)

below: U.S. Sailors stand topside aboard the Los Angeles-class fast-attack submarine USS Tucson (SSN 770) as the submarine moors in Pearl Harbor, Hawaii, after the successful completion of a regularly scheduled Western Pacific deployment. (U.S. Navy photo by MC2 Shaun Griffin)



Cyberspace Recruiting: The Woman Behind the Keyboard



“I really want to do something that will change people’s lives, . . .”

Story and photos by MC3 Brandon Martin, Navy Recruiting Command Public Affairs

Ever since 2005, cyberspace recruiters have served as the online presence for Navy recruiting. Whether it is as a source of information or a means of connecting an applicant to a field recruiter, these Sailors provide a valuable service to not only Navy Recruiting Command (NRC) but the Navy as a whole.

For Electrician’s Mate 2nd Class Jhoana Simbul, a cyberspace recruiter at NRC, this service isn’t just about what the Navy wants but also what the potential applicant needs.

“I’m the first person they talk to before they go to the local recruiter,” said Simbul. “I ask questions and make sure they are on the right path. I make sure they understand what they are doing and that they are making the best decision possible for themselves.”

Now on the other end of the recruiting process, Simbul still remembers how she decided which path was right for herself.

“I was born and raised in the Philippines but I joined the Navy out of Malden, Mass.,” said Simbul. “As a 17-year-old, I joined because I wanted to move my family here and get my mom here so that she can get her citizenship. Throughout the years, I realized there was a fulfillment that I got from serving and making a difference. Looking back, enlisting was definitely the best way I could do that and give back.”

Although she was from another country, the Olongapo City native didn’t take long to acclimate to her new environment.

“Moving from the Philippines to Massachusetts and joining the Navy after a year, the whole experience was a big 360 for me,” said Simbul.

“I had to adapt quickly. It wasn’t hard though, it was actually kind of fun. Understanding new cultures and learning about the world is a blast. I guess I’m just a little adventurous because there is a certain thrill I get from meeting new people and trying new things.”

Through all of her experiences, Simbul says that she has undergone a lot of personal growth over the past seven years since she enlisted. She also says that her time at NRC has helped her grow professionally as well.

“As a Sailor, being here at Navy Recruiting Command has given me the confidence to voice my opinion and have it heard,” said Simbul. “I can be more of a leader, and I know that when I go back to the fleet, I can apply the things I have learned from the people I work with at cyberspace. I had the best leadership I could ask for and I just hope I can pass that on in the future.”

Looking ahead, Simbul looks to push her leadership experience even further than the enlisted ranks.

“I want to be an officer,” said Simbul. “I have finished my associate degree and I’m in the process of applying to Arizona State for Electrical Engineering and doing my Seaman to Admiral package so that I can cross over from enlisted. I hope to one day be an Engineering officer. I just want to be someone who can leave a legacy to my family and make them proud.”

When asked what she found to be the most satisfying part of her life so far, the cyberspace recruiter answered with something that she does every day at work.

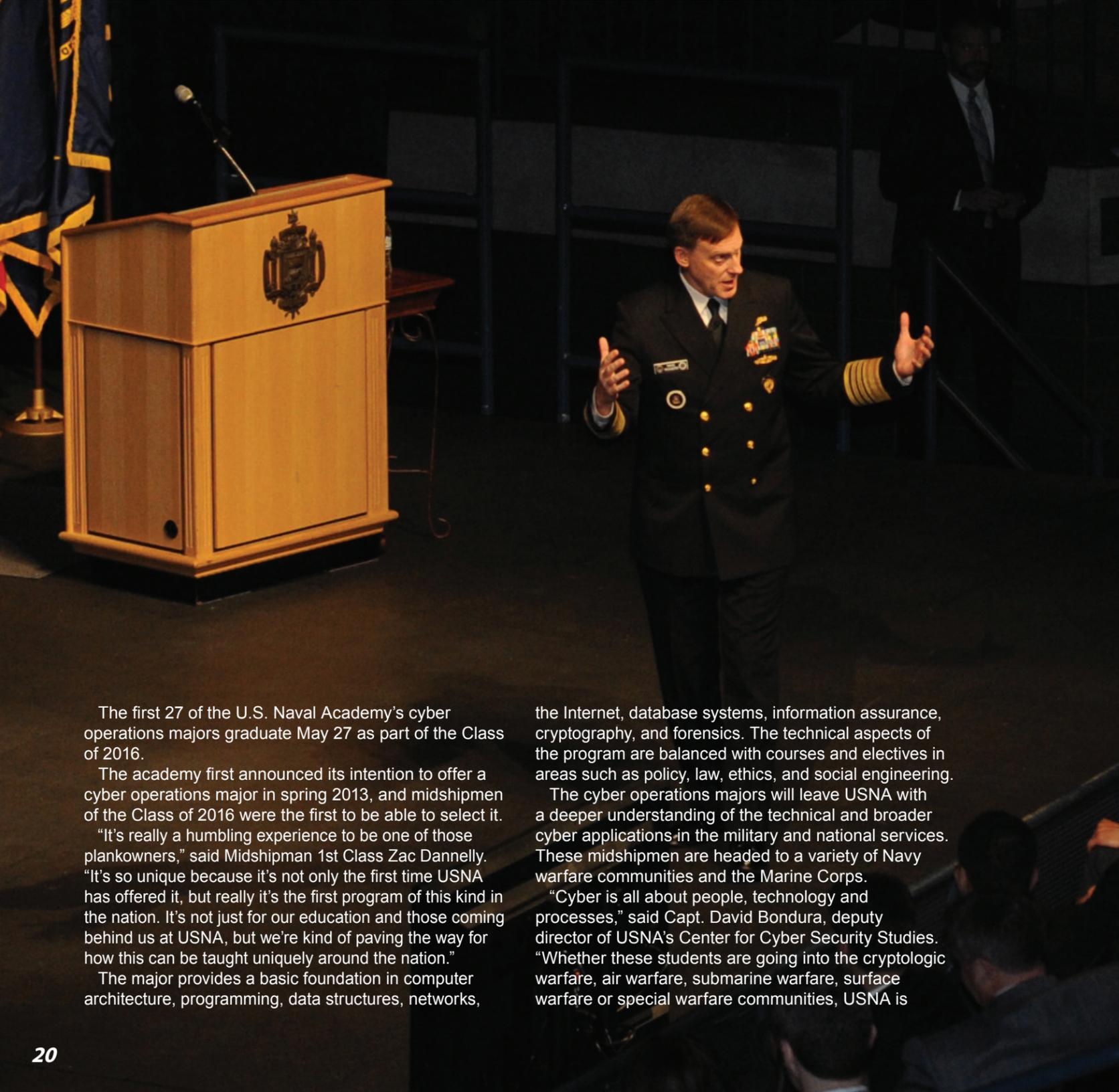
“The thing I am most proud of in my life is my service,” said Simbul. “I really want to do something that will change people’s lives, change people’s thinking or touch somebody’s life. I think serving takes me one step closer to that goal.”



left and above: EM2 Jhoana Simbul, a cyberspace recruiter at Navy Recruiting Command, talks to an applicant online at the Cyberspace Recruiting office in Millington on May 20.

USNA Graduates First Cyber Operations Midshipmen

Story by MC2 Tyler Caswell, U.S. Naval Academy Public Affairs



left: Adm. Michael S. Rogers, commander, U.S. Cyber Command (USCYBERCOM), speaks at the U.S. Naval Academy as part of the Cyber Lecture Series. Rogers addressed more than 600 midshipmen about the critical role cyber operations will play throughout their naval careers. (U.S. Navy photo by MCSN Brianna Jones)

above: Vice Adm. Walter E. Carter, superintendent of the U.S. Naval Academy, observes a team of midshipmen during the 15th annual Cyber Defense Exercise hosted by the National Security Agency. (U.S. Navy photo by MC2 Tyler Caswell)

The first 27 of the U.S. Naval Academy's cyber operations majors graduate May 27 as part of the Class of 2016.

The academy first announced its intention to offer a cyber operations major in spring 2013, and midshipmen of the Class of 2016 were the first to be able to select it.

"It's really a humbling experience to be one of those plankowners," said Midshipman 1st Class Zac Dannelly. "It's so unique because it's not only the first time USNA has offered it, but really it's the first program of this kind in the nation. It's not just for our education and those coming behind us at USNA, but we're kind of paving the way for how this can be taught uniquely around the nation."

The major provides a basic foundation in computer architecture, programming, data structures, networks,

the Internet, database systems, information assurance, cryptography, and forensics. The technical aspects of the program are balanced with courses and electives in areas such as policy, law, ethics, and social engineering.

The cyber operations majors will leave USNA with a deeper understanding of the technical and broader cyber applications in the military and national services. These midshipmen are headed to a variety of Navy warfare communities and the Marine Corps.

"Cyber is all about people, technology and processes," said Capt. David Bondura, deputy director of USNA's Center for Cyber Security Studies. "Whether these students are going into the cryptologic warfare, air warfare, submarine warfare, surface warfare or special warfare communities, USNA is

building a cadre of junior officers who are leaving here with an understanding of cyber operations -- with capability, competence and confidence. This is the one warfighting domain that genuinely affects everyone across the entire warfighting spectrum."

USNA's location affords the capability to map the education directly towards what our nation and Navy needs, said Bondura.

With resources such as the Pentagon, the National Security Agency, U.S. Cyber Command and the Office of the Chief of Naval Operations in close proximity, it gives midshipmen the unique opportunity to provide operational relevance towards their education and research.

"I was fortunate enough to be able to do an in-semester internship program with the National Security Agency," said Dannelly. "I'm able to learn the 'how-to' here at USNA and then see the 'why' -- the real-world applications and practices. Our location makes a drive to the NSA, State Department or the Pentagon very convenient, and the opposite is true for many of our guests who take their time to come speak with us."

After completing USNA's cyber operations program, future officers can enter advanced study or potentially choose assignments with various military cyber-related forces in support of national security.

"These cyber operations majors have the technical understanding of what's happening behind the screen, and additionally they understand the broader implications of what a cyber act's effects can be," Paul Tortora, director of USNA's Center for Cyber Security Studies. "I think that USNA is on the leading edge of this at the undergraduate level."

Almost doubling the graduating cyber majors, 51 plebes, or freshmen, declared cyber operations as their major earlier this year, said Tortora. For more information on USNA's cyber operations program, visit <http://www.usna.edu/CyberCenter/>.

For more information, visit <http://www.navy.mil/>, <http://www.facebook.com/usnavy/>, or <http://www.twitter.com/usnavy/>.

For more news from U.S. Naval Academy, visit <http://www.navy.mil/local/usna/>.

Putting the Cyber in Recruiting

Story and photos by MC1(SW/AW) Felicito Rustique, NRD Philadelphia Public Affairs

With the Internet now a part of everyday life, Navy recruiters are using social media sites like Facebook to find their next candidate. Instead of unfamiliar, face-to-face meetings or awkward phone conversations, initial engagements between recruiters and prospects are taking place more and more online.

One recruiting station in south New Jersey has witnessed a rise of its own online efforts and can now make the claim that “Cyber-Recruiting” works.

Electrician’s Mate 1st Class Grant Khanbalinov, a recruiter at Navy Recruiting Station (NRS) Toms River, actively uses Facebook to initially contact and message potential recruits (See EM1 Khanbalinov’s “Tips and Tricks” on page 9).

“Cyber recruiting is exactly what it sounds like,” said Khanbalinov. “Find an applicant (online) and have the Navy sell itself before they even come into the office. This way, when they come in, they are ready to do the paperwork.”

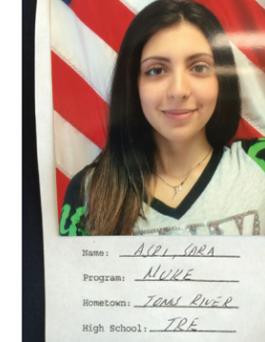
Sonar Technician (Submarine) 1st Class William Ullrich, who’s been recruiting at NRS Toms River for almost four years, believes the ‘new-school’ approach of cyber recruiting is better than the ‘old-school’ way of making phone calls, which demanded a lot more effort for less results.

“The biggest difference between then and now is that before, the emphasis was on phone power – getting a list of lots of numbers and ‘cold-calling,’” said Ullrich.

“But people would usually hang up or not call back after you left a message. And most of the time, phone numbers would go to parents who didn’t want to be bothered.”

In the fall of 2014, Ullrich and his station decided to make a switch and engage in more social media prospecting.

“We minimized phone efforts and concentrated online. From lists of names, we located online profiles, made friend requests, and sent follow-up messages,” said Ullrich. “Since then, I myself have more than



left: EM1 Grant Khanbalinov, left, briefs recruits during a monthly Delayed Entry Program (DEP) meeting at Navy Recruiting Station Toms River.

above left: The photos of U.S. Navy recruits as they appear on the recruit roster board at Navy Recruiting Station Toms River.

above right: Photos of U.S. Navy recruits Sara Asri and Dan Cusick, as they appear on the recruit roster board at Navy Recruiting Station Toms River.



doubled my (recruiting) numbers,” said Ullrich.

Attitudes and communication preferences among millennial recruits could be why social media is an effective platform to recruit from.

“I think it’s a generational difference,” said Ullrich. “Most kids don’t want to have a phone conversation. People won’t open up face-to-face if they don’t know you. Social interaction these days is more electronic.”

Sara Asri and Dan Cusick, two recruits in the Delayed Entry Program (DEP) at NRS Toms River, are proof that cyber recruiting works. They were both recruited by Khanbalinov, who contacted them first through social media.

Asri, a first semester college student from Ocean County, became the first female from south New Jersey to qualify and enlist in the Navy’s nuclear program. She credits online engagement with convincing her to join.

“I saw a photo posted on Facebook of an aircraft carrier surrounded by battleships,” said Asri. “I liked the photo, then I was messaged, and everything afterwards was a positive experience. If that didn’t happen, I would never have been involved.”

Asri explained that she had never considered setting foot in a recruiting station on her own and shied away, but she warmed up to the idea because she was approached first through social media.

“I think there are deeply rooted misconceptions about the military, so it takes someone to help you look past them,” said Asri. “But I would’ve been put off if I was originally approached in-person. For people who are passive, through social media there’s no direct

pressure. People will join more willingly if they can take their time and have a conversation online.”

Cusick, a high-school senior, also admitted that he preferred being approached by recruiters first online. He said he had been approached by Army and Marine recruiters with a more aggressive style. One recruiter even showed up at his school unannounced. These approaches were more of a turn off.

But with the Navy, Cusick had online conversations first for about three weeks, which then made him feel comfortable to come in to a recruiting station and begin talking.

“Being online is a lot more relaxing of an environment,” said Cusick. “It helped because instead of being face-to-face and feeling pressure to think on the spot, I had more time to ask questions naturally.”

Because there is no formally recognized training for cyber-recruiting, Khanbalinov and his team had to come up with their own online tactics on the fly. Khanbalinov took an active lead in promoting the use of Facebook to his headquarters at Navy Recruiting District Philadelphia and even created his own training presentation about online recruiting.

“It’s good to saturate your area, create a Facebook page for yourself and your station, and become known in your community, said Khanbalinov. “This allows for free advertising when you post something. Also, don’t limit your followers because when one person likes a post, everyone on his or her friends list will see it.”

Khanbalinov pointed out that phone numbers for

high-school students on school lists often connect to parents, but a message sent via Facebook will go directly to the applicant.

"I was raised as a recruiter under the 'first to contact, first to contract' mindset," said Khanbalinov. He and Ullrich both believe that utilizing the boost feature on Facebook posts is one of the most effective cyber recruiting tools because it allows for targeting of specific demographics such as age, gender, likes, and location.

"We can tailor our posts to whatever the mission is and make sure the right people get to see it," said Ullrich, who also added that his team always makes sure to engage audiences online with proper operational security (OPSEC).

"We publicize and share what we get from official sites like Navy.mil, where material is already screened," said Ullrich. "We also disregard useless messages and weed out the spam, but this doesn't happen often."



Boosting posts, however, is not free, so appropriate funding through official channels is something Khanbalinov would like to see happen.

"I would like to see NRC give each station its own budget so they can strike while the iron is hot," said Khanbalinov. "For example, if I know there is a lifeguard competition in my area, before the event I need to advertise online towards a Special Forces audience. Getting traditional mail out would be too slow. Each station needs a Facebook page, and each recruiter needs a Facebook profile."

Out of 30 recruits at their station currently in the DEP, Khanbalinov and Ullrich said about 40 percent were found through cyber recruiting.

"There will always be a place for phone calls and face-to-face engagement," said Ullrich. "But social media is the future of recruiting, if it already isn't," said Ullrich.



above: Navy Diver Second Class Nick Helms, assigned to Southwest Regional Maintenance Center, helps an air show guest try on a dive helmet during the Naval Air Facility El Centro Air Show. (U.S. Navy photo by MCC Anastasia McCarroll)

Eye on the Field

below: Cmdr. Michael Hall, executive officer, Navy Recruiting District Dallas, shows his flight helmet to second-graders at Thomas Haley Elementary School's career day. (U.S. Navy photo by MC2 Shane A. Jackson)



EM1 Grant Khanbalinov, briefs recruits during a monthly Delayed Entry Program meeting at Navy Recruiting Station Toms River.



ET1 Charles Bradshaw, a recruiter assigned to Navy Recruiting District St. Louis, speaks with students about opportunities available in the Navy during the 2016 annual FIRST Robotics Championship competition. (U.S. Navy photo by Mass Communication Specialist 1st Class Latrice Jackson)

Reserve Sailors Return to Active Duty to Support Manning

Story by CMC Chris Laurent, Naval Reserve Component Mid-Atlantic Great Lakes

Religious Program Specialist 3rd Class Jasmine Gulley prepares for a day of work. Although she will attend the same duties as any other day, her choice of attire will differ greatly. As a statistician for Navy Recruiting District (NRD) Chicago and a Reserve Sailor, she has elected to serve in an active-duty capacity as a Navy Recruiter.

The road ahead will be a challenge for Gulley, but she looks forward to the tasks ahead of her. She will be assigned as a Canvasser Recruiter for NRD Chicago for a minimum of two years. During that time, she will be entitled to all benefits and pay of an active-duty Sailor.

The CANREC program is a temporary recall program for production recruiters to execute the Navy's recruiting mission. CANRECs can be continued up to five years, based on individual

performance and command endorsement.

"I decided to go into recruiting for a number of reasons," said Gulley, "The basic allowance for housing and the veterans benefits alone are worth serving on active duty."

Gulley is not alone in taking this path in her career. Navy Recruiting Command offers the opportunity for approximately 400 Reserve Sailors to serve as CANRECs across 26 NRDs around the country. Gulley, fortunately, was able to remain in the Chicago area due to a vacancy available.

As a civilian, Gulley serves as the NRD Chicago statistician, where she will remain while she awaits a classroom seat at the Navy Recruiting Orientation Unit, or NORU. There she will learn the basic principles of recruiting and will be equipped with the tools needed to be successful. Upon

completion, she will focus her attention to locating the most qualified and needed ratings for affiliation with the Navy Reserve. In essence, she will continue to support the mission of the Navy Recruiting while serving in a full time support status.

Hospital Corpsman 2nd Class Jeremy Parrish chose the same path as Gulley. He has been recruiting for nearly a year and has adjusted to the change of pace. Parrish decided to become a CANREC due to his dissatisfaction with his civilian position.

"They just don't offer the same advancement opportunities as the Navy," said Parrish. "One would think that with a degree in radiology, I would be qualified to perform at a higher level than what I was doing in the civilian sector. The Navy is at least clear on what I have to complete and perform to advance to the next level."

Parrish has already contracted four new members into the Reserve Force. As he deals with prior-service active duty Sailors, he can confidently answer the necessary questions people have when they transition into citizen Sailors.

Serving as a CANREC is not just for the enlisted. Lt. Keven Haggerty, who was named the National Nuclear Propulsion Officer Candidate Recruiter of the Year for fiscal year 2014, is serving his fourth year in recruiting. Haggerty's focus is primarily officer accessions for both active duty and Reserve. He has made a name for himself in recruiting by identifying potential officers with the skills needed to be both a competent leader and a subject matter expert when his recruits swear in the oath of commissioned officer.

"Recruiting has been an awesome opportunity for me to serve the Navy and build my career," said Haggerty. "It's a very efficient way to build up my retirement points, while building a strong Navy for tomorrow."

Haggerty, who relocated from the Washington, D.C. area to serve as a recruiter, is adamant that his Reserve duty provides him an advantage over his active duty counterparts.

"From my perspective, I have seen just about every angle in which the Navy conducts business," said Haggerty. "The difference between active duty and Reserve is a night and day comparison and the people serving in the active component are unaware of those differences. I consider this a key to my success."

Haggerty also says that the requirements each Reserve Sailor must complete on a monthly basis are met throughout a standard month while on active duty. This includes general military training courses, maintaining personal health through periodic health assessments and performing the personal fitness assessments.

Navy Counselor 1st Class David Acevedo became a CANREC in October of 2007. After serving four and a half years as a CANREC, he decided to apply for a conversion from a Culinary Specialist to a Navy Counselor so that he could remain on active duty for the remainder of his career.

Acevedo will continue to serve on active duty as a

Career Recruiter, otherwise known as a "hometown recruiter." As many see this as a benefit to continue serving on active duty, the advancement typically stops at petty officer 1st class.

"Changing rates to NC was a great move for me," said Acevedo, "I was able to serve the Navy on active duty and remain close to home."

Acevedo says that the challenges of recruiting for the Navy Reserve differ greatly from recruiting people into active duty. One main contrast is the reserve have what is known as a "fit" environment. This means that the number of available rates are limited in both size and existence overall.

"Some of the rates people are successful in on active duty just don't exist in the Reserve," said Acevedo. "For example, you will not find a Navy Musician or a Navy Counselor serving in the Reserve. We just don't have them."

One important thing to remember when considering submitting an application to this program is that the hours of commitment and the level of stress to perform are much higher than many Reserve Sailors are accustomed.

In addition to the traditional CANREC opportunities, Commander, Navy Recruiting Command has established Navy Recruiting Command detachments to supplement the mission of maintaining high quality Sailors to fill the needed roles in the Navy Reserve. Cmdr. Michael Kerley, currently the officer-in-charge of NRC-Det Minneapolis, recently returned to Reserve duty after serving as the Navy city outreach officer in Chicago.

"We support the active component NRDs with filling the gap of recruiting qualified Reservists," said Kerley. "We provide Reserve Sailors to undermanned areas to assist the active component recruiters to help fulfill their requirements."

Reserve Sailors who return from CANREC duty are utilized in this capacity due to the unique skills they have been trained to perform when they served in a full time support capacity for recruiting. This is used as an alternative to sending regained Reserve personnel into operational support units. By having this cadre of skilled Sailors assisting in a Reserve capacity, they provide a higher benefit to the Navy.

Master Chief Navy Counselor Derek J. Milo, the Chief Recruiter for NRD Chicago, feels that these CANRECs stimulate the quality of recruiting overall.

"These Sailors bring logical experience and expertise into the recruiting world," said Milo. "Their familiarity of the local area gives them the opportunity to foresee trends and influences in the area where they live and serve."

Milo adds that the value of the Reserve Sailors who assist in the mission to improve the Navy is a valuable resource that truly brings the big picture together for all to see.

"We love to have CANRECs onboard," said Milo. "We bring them aboard because we need them and their vital skills, they produce high-level Sailors who go on to serve and bring the Navy into the future."



NRD San Antonio Assists in Spreading Navy Awareness During Navy Week

Story and photos by Burrell Parmer, Navy Recruiting District San Antonio Public Affairs

Military City USA hosted America's Navy during San Antonio Navy Week held April 18 through 24 with a weeklong series of community and outreach events. The event coincided with the 125th Anniversary of Fiesta San Antonio, April 14 to 24.

Sailors of Navy Recruiting District San Antonio, along with other local Naval commands, participated in numerous community outreach events, including visits to local schools, children's hospitals, boys and girls clubs, and contributed to a Habitat for Humanity project.

Joining the local commands were Sailors from USS Constitution, USS City of Corpus Christi, Explosive Ordnance Disposal Group 1, and Navy Band Southeast.

During Navy Week, Rear Adm. Samuel Perez, president, Board of Inspection and Survey, and Rear Adm. Dell Bull, chief of Naval Air Training, met with corporate, civic and government leaders throughout the week, including San Antonio Mayor Ivy Taylor.

"San Antonio Navy Week is very important to both the Navy and the San Antonio community," said Perez. "This event provides us with the opportunity to tell the Navy story to people who might not know what a naval career offers. Secondly, it gives me an opportunity to try and motivate young Hispanic kids. If I can do it, imagine how high your dreams can take you!"

Historically, Navy Week events draw thousands of

attendees to participate and create a dialogue between Sailors and local residents.

According to Taylor, San Antonio was excited to host Navy Week and urged all residents to learn the Navy story and help celebrate their Sailors.

Throughout the week, Navy Band Southeast performed in parades, music festivals, and at local area high schools.

Cmdr. Karen Muntean, NRD San Antonio commanding officer, participated in many of the events and was thankful for the Sailors and civilian personnel who traveled to San Antonio to execute Navy Week.

"This has been a very successful Navy Week," said Muntean. "Not only did it give us numerous opportunities to spread Navy awareness through the community, but it also provided my Sailors who recruit additional face-time with possible applicants and those who influence their decisions to join the military."

San Antonio Navy Week is the third of 15 Navy weeks in 2016 that focus a variety of assets, equipment and personnel on a single city for a weeklong series of engagements designed to bring America's Navy closer to the people it protects.

Visit Navy Recruiting District San Antonio on Facebook to view daily photos and videos of San Antonio Navy Week San Antonio and Fiesta San Antonio.



left: GM1 Cecil Ford and ABH2 Elizabeth Tototzintle, recruiters from Navy Recruiting District San Antonio pose with members of the San Antonio Branch of the NAACP's Youth Council.

below left: Rear Adm. Rebecca McCormick-Boyle, commander of Navy Medicine Education and Training Command, administers the Oath of Enlistment to Future Sailors of Navy Recruiting District San Antonio.

below right: Cmdr. Jeffrey Reynolds, executive officer, Navy Recruiting District San Antonio, presents Navy Week Fiesta Medals to Navy Reserve Officer Training Corps scholarship recipients.

top photo: Sailors from several naval commands, participated in the annual Battle of Flowers Parade.

above left: Navy Counselor Lloyd Belcher, talks with students attending Sam Houston High School during San Antonio Navy Week.

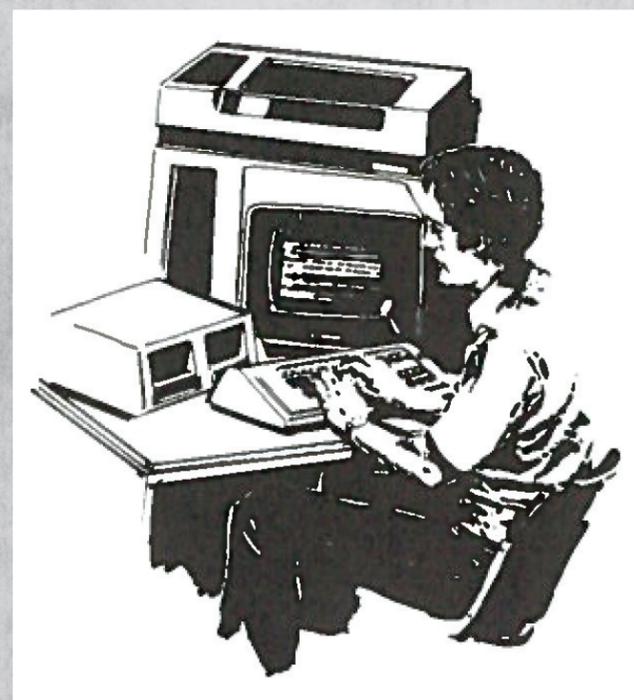
above right: MU1 Drew Williams performs for students of Highlands High School during San Antonio Navy Week.

right: EODCS Dominic Juarez, Explosive Ordnance Disposal (EOD) Unit 1 of San Diego, interacts with a young girl at the Eastside Branch Boys and Girls Club during San Antonio Navy Week.



The Information Systems Hotline

Story by Lt. B. M. Rowe, Code 73



Code 73 has two branches to give you a hand when you have a problem: The Hotline Code (Code 731), which specializes in direct assistance on hardware and software problems, and Code 732, our "R&D" and market research group. When your printer breaks, or WordPerfect starts misbehaving, or your Zenith Z-248 arrives and no one can figure out the directions, call the hotline. If you want purchasing sources for the Hardcard you are ordering, or the contracting center won't give

you what you asked for unless you provide a sole source justification, call Code 732. If you have an unusual job you want your computer to do and you wonder what software, if any can do it, or you want to complain about something remotely connected with computers, call me.

Odds and Ends

Z-248 Update: According to the Government Computer news, the DOD had been barred from buying off of the contract with Zenith Data Systems for over two months. The moratorium on orders was placed while the procurement status was discussed with General Services Administration. GSA did approve the Service's handling of the contract and left the "door open" for the Air Force to proceed with the buy. The order has been reviewed by division officials and is now "unfrozen." The Air Force had stopped taking orders when they realized that the 225,000 machines bought by the offices throughout the DOD exceeded the 90,000 units on the three year contract. Orders are now being processed. It may take a bit longer to procure items off of the contract because of the backlog of orders that were accepted just before the contract was frozen.

SIMS: The recruiting automation project, SIMS (Station Information Management System), is on track for its summer implementation at NRD Pittsburgh and Area FOUR. Look for SIMS and PRIDE updates in next month's magazine.

SYSAD: Look out for an increase in the responsibilities and scope of your job as system administrator, especially with SIMS and New PRIDE right around the corner. The increase in the amount of microcomputers and related software with these projects will expand the scope of your job in relation to inventory, maintenance, and trouble calls. New PRIDE hardware will also fall under the responsibility of the SYSAD when it is implemented with the Zenith 248 microcomputers. SYSADs must be thoroughly familiar with "their" equipment. They must be able to recognize the abilities of the district's personnel and anticipate problems or difficulties associated with new users. SYSADs must get hot on System Administrator PQS if it has not been done already. Remember, you are not designated "System Administrator" until the PQS is completed and approved. So, HEADS UP!

Admiral's Five-Star Recruiters

April 2016

NRD Atlanta - IC1 Jimmy Rodriguez
NRD Chicago - ABE2(AW) Jason Krawczynski
NRD Denver - MM1 Stephen Rodgers
NRD Jacksonville - HM1 Dillard Lytle
NRD Los Angeles - YN1 Daniel Corona
NRD Michigan - MA1 JaDaniel Washington
NRD Nashville - QM2(SW/AW) Katie Sluder
NRD New England - FCC Beau Sundin

NRD New York - BM1(EXW/SCI) Luichy VictorianoAbreu
NRD Ohio - MM2(SS) Corey Kirby
NRD Phoenix - AWO1(AW) Roberto Hernandez
NRD Pittsburgh - ET1 Michael Tucker
NRD Portland - AO2(EXW/AW) Shad Danielson
NRD Raleigh - AE2(AW/SW) Donkay Degraffenreid
Region West - FC2(SW) Adam Schmidt

May 2016

NRD Atlanta - ABE2(SW) Taura Ferry
NRD Chicago - HT2(SW) Zeterian Marshall
NRD Denver - AO2(AW) Nathan Chavez
NRD Jacksonville - AD1 Andrew Moore
NRD Los Angeles - HT1 Jarrett Zubiata
NRD Michigan - OS1 Clayton Hanson
NRD New England - FCC Beau Sundin

NRD New York - BM1(EXW/SCI) Luichy VictorianoAbreu
NRD Ohio - HM2 Robert Steele
NRD Phoenix - PR1(AW) Scott Burns
NRD Pittsburgh - ET2 Steven Jackson
NRD Portland - LS2 Jose Soriano
NRD Raleigh - BM2(SW) Shauna Lambert
Region West - UT2(SCW) Jocel Belen

The District's Top Stations

April 2016

NRD Atlanta - NRS Panama City
NRD Chicago - NRS Rockford
NRD Denver - NRS Citadel
NRD Jacksonville - NRS East Jacksonville
NRD Los Angeles - NRS West Covina
NRD Michigan - NRS Grosse Pointe
NRD Nashville - NRS Conway
NRD New England - Dartmouth

NRD New York - NRS Hicksville
NRD Ohio - NRS Kent
NRD Phoenix - NRS Tempe
NRD Pittsburgh - NRS State College
NRD Portland - NRS East Vancouver
NRD Raleigh - NRS Hope Mills
Region West - NRS Visalia

May 2016

NRD Atlanta - NRS Southwest Atlanta
NRD Chicago - NRS Appleton
NRD Jacksonville - NRS East Jacksonville
NRD Los Angeles - NRS West Covina
NRD Michigan - NRS Westland
NRD New England - NRS Worcester
NRD New York - NRS Tribeca

NRD Ohio - NRS Columbus East
NRD Phoenix - NRS Saguaro Valley
NRD Pittsburgh - NRS North Hills
NRD Portland - NRS Bend
NRD Raleigh - NRS Huntersville
Region West - NRS Santa Clara



www.cnrc.navy.mil/recruiter-mag-home.html

NAVY Future of the Fleet
RECRUITER