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RECRUITER

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Pg. 6-7

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- Educational financial assistance
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- Insurance options, including up to \$500,000 in life insurance
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- Retirement benefits after 20 qualifying years
- TRICARE Reserve Select health and dental care plans

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CNRC.NAVY.MIL

From the Admiral

Rear Admiral Alexis "Lex" Walker
Commander, Navy Recruiting Command



Recruiting Nation,

As we close out this challenging fiscal year, I look back on the year with pride because of the tremendous strides made by all to improve performance and reduce the forecasted miss. I hope you all look back with pride, as well, because you absolutely should. I visited every NTAG area of responsibility at least once this fiscal year, and through every interaction from headquarters' teams to individual recruiters I witnessed effort, commitment, and passion about our job and especially about our Navy. We all appreciate what is at stake and the determination to achieve success, despite this challenging environment, is evident everywhere throughout Recruiting Nation. Thank you for your grit. Thank you for continuing to overcome hurdles toward building the Navy our nation needs.

What does our recruiting grit look like? It looks like reducing the forecasted miss by approximately 5,000 Sailors. It looks like increasing production per recruiter (PPR) from 0.60 to 0.71. It looks like NRRC making the overall NRC goal for the first time since inception by grinding hard and partnering closely with the PERS Career Transition Office. And it looks like so many other things we're doing and accomplishments we're achieving that I didn't just capture here. It looks like perseverance.

So celebrate. Celebrate the little victories. Celebrate the non-traditional victories. We are in an untraditional time so recognize each other for the unique accomplishments. Celebrate for the unique wins. We will keep getting stronger.

We will keep getting better.

I, and your whole Navy leadership team, remain committed to opening the aperture as wide as possible to increase opportunity for our citizens to serve; and we remain equally committed to removing every barrier to your success. As such, I continue to welcome your feedback on what wastes your time, and what keeps you from being the absolute best version of yourself that you can be. I encourage you to view our updated FAQ page where you will find a repository of Questions and Responses to many of your concerns and ideas/suggestions on how we can be better:

- NRC SharePoint Home Page (scroll down to "FAQs" button):

https://flankspeed.sharepoint-mil.us/sites/MYNAVYHR_NRC/?CT=1679513265347&OR=OWANT&CID=4ad8933f-4f12-8cdb-a648-a9aa1f41477e

- FAQs direct link: https://flankspeed.sharepoint-mil.us/:u:/s/MYNAVYHR_NRC/EelABDdQkw1DoKkD42raSCcBQFED-WMn4Jacwi7teOH_yQ?e=h0fW4M

My goal here remains to be as transparent as possible as we continue to wade these waters together.

Thank you again for all you do. I look forward to our continuous improvement. Keep charging!



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FRONT COVER:

New Navy RADs available for order. For more information on ordering or requesting new RADs, contact nrc_advertising@us.navy.mil. (U.S. Navy photo illustration by Mass Communication Specialist 2nd Class Austin J. Breum)



BACK COVER:

Chart Your Course at Navy.com.

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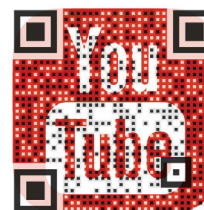
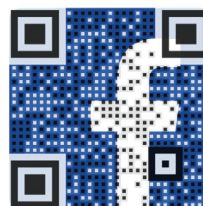
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Navy Recruiter encourages the submission of "Letters to the Editor" and articles expressing the opinion of individuals in the Navy recruiting community. All submissions must be signed. Send submissions to: austin.j.breum.mil@us.navy.mil

A Message to the Field

National Chief Recruiter
Gerald Allchin



Recruiting Nation,

Looking back on FY23, to say this year has been challenging would be an understatement. I have been in the recruiting business a long time, but this past year has shown how truly committed you have to be to have success in this job, especially in the current environment. I want each of you to know how proud I am of your efforts. While this job has a large focus on the numbers, my focus is always on the people behind the numbers. Each of you.

Looking forward to FY24, we can expect to face similar challenges. It will take an all hands effort with every recruiter contributing to the mission each month for Navy Recruiting Command to achieve success. This FY, we will adjust our goaling model to match the effort needed to make our mission. Each NTAG will be goaled with one new contract each month for every member of the production team. In order for every recruiter to attain one NCO every month, we need to ensure that strategic prospecting plans are in place and properly executed every day to guarantee that the required activity for success is attained. I think everyone agrees that attaining one new NCO every month is achievable so in FY24, we need all hands marching towards that goal.

I am also excited to announce the return of the National Inspection and Training (NIT) Team. NIT inspections have begun and four commands will have the opportunity to host the team before the holiday stand down begins. The CNRC NIT instruction and checklists have been updated and posted on the CNRC portal. The purpose of the NIT inspection is to help ensure you and your team are in position to achieve success by helping to align your recruiting processes and procedures to those laid out in the CRUITMAN and RLMM. The team is committed to not only inspect, but to provide the training and resources needed to correct any discrepancies and inefficiencies that they encounter. It is important that we not only do our jobs well, but that we also do them strategically and within the rules that govern our organization.

I would like to once again congratulate our chief selects as we head toward the pinning date. For those who were not selected, do not let that deter you from continuing to put your best foot forward. Often times it is when we are outward focused, taking care of all of those around us, that we are the best versions of ourselves. Do not wait for a promotion to start making a difference for those around you.

Thank you again for everything you have done and continue to do to close our gaps toward our goals. What you do matters, not just to me, but to the nation!

See You at the TOP!

Recruiter Spotlight

A selected Navy Talent Acquisition Group chooses one Sailor with a special story to tell. We are highlighting them here so people across the country can see who our recruiters truly are. To learn more about these extraordinary Sailors, visit our website at www.cnrc.navy.mil.

JUNE



Damage Controlman 1st Class
Mikia Bollinger



Chief Hospital Corpsman
Samuel Sobrino



Boatswain's Mate 1st Class
Savanna Martinez

JULY



Aviation Ordnanceman 1st Class
Eric Clark



Personnel Specialist 2nd Class
Gerard Joseph Portez

AUGUST



Operations Specialist 2nd Class
Dominic Nebe



Electronics Technician 1st Class
Heavenly McDonaldmoore



Quartermaster 1st Class
Yehoshua Jones

Navy RADs Available for Order

If you are looking for materials for use at recruiting events, high school visits, or Navy/ Fleet Weeks, you can find posters, pamphlets, gear, pens, pencils, water bottles, and more from the Navy warehouse. If you see something or have an idea for a product you think would be helpful to add to our arsenal of recruiting aids, you can call at (901)-874-9455 or email nrc_advertising@us.navy.mil for more information. Scan the QR code on the bottom of the next page to order your RADs.

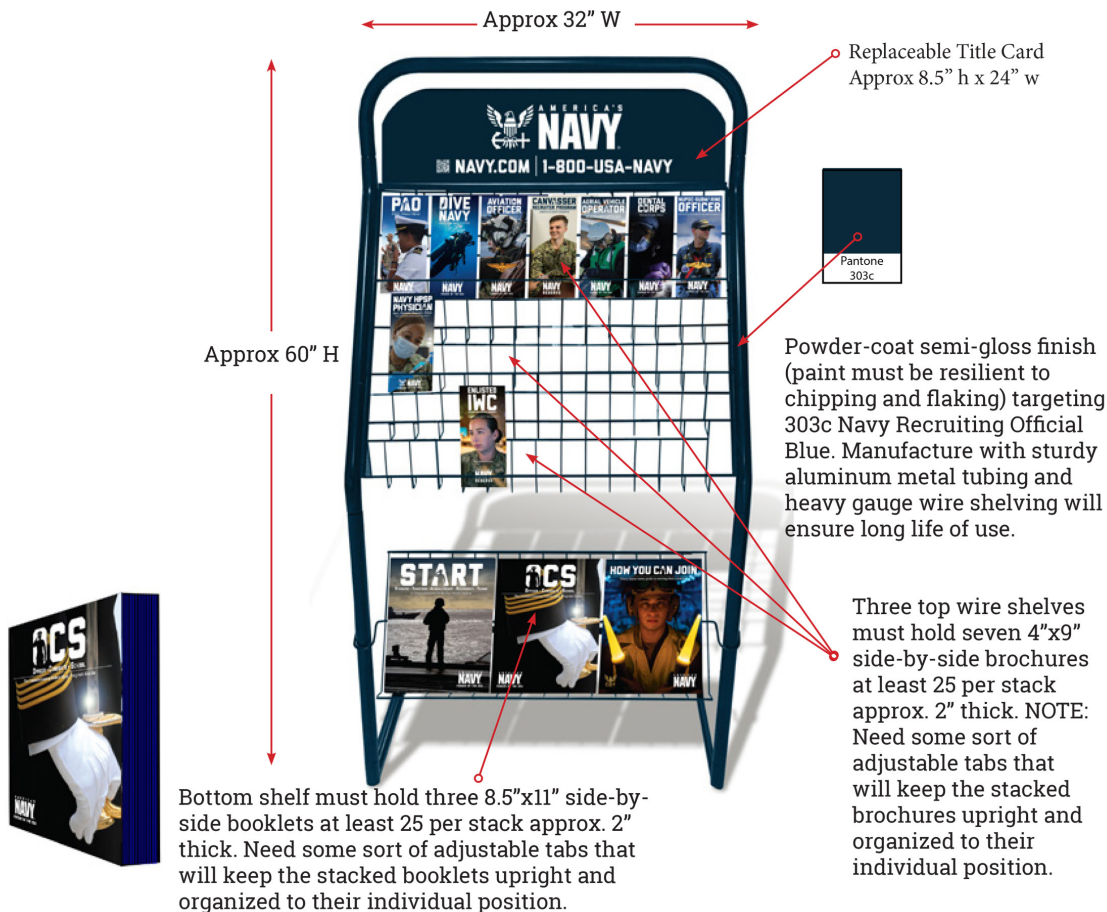


STICKERS



LARGE CUSTOM MANUFACTURED NAVY BROCHURE RAD RACK

Mock-up 2/14/2023



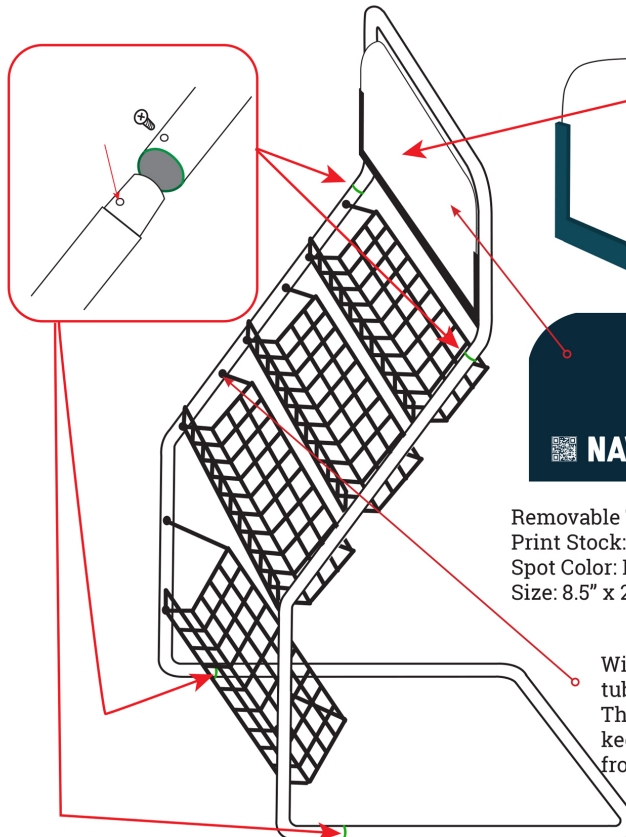
YARD SIGNS



LARGE NAVY BROCHURE RAD RACK ISOMETRIC DRAWING

This Brochure Rack must be modular for a small profile easy boxed shipping.
Also be able to be resembled with easy to follow instructions. Note open to vendors recommendations. Mario Hair 901-687-1254

Four crimped tapered tube joints with punched bolt holes that line up with tapped threaded bolt holes, ensuring a strong hold after assembly.



Title card must be able to slot into a frame cradle and be removable upon future updates.

Removable Title cards
Print Stock: .060 Styrene (Rigid and Screen printed)
Spot Color: Pantone 303c Blue
Size: 8.5" x 24" with 3" Radius top Corners

Wire shelving must be able to bolt on to the tubing frame securely.
Their must be adjustable clips/bin dividers to keep individual stacked brochures uprigh and from sliding apart.



Mario Hair
Lead Illustrator/Production Manager
Tony Bellemo
Convention/Program Manager

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TO ORDER



A Journey of Empowerment: From Girl Scout's Gold Award to U.S. Navy Senior Chief

Story by Elijah Leinaar,

Navy Recruiting Command Public Affairs



ORLANDO, Fla. (Aug. 15, 2023) - Senior Chief Navy Counselor Joy Bragdon, assigned to Commander, Navy Recruiting Command, poses for a photo with Girl Scouts. Bragdon has been involved in Girl Scouts of the USA since 1998 and has earned the organization's Gold Award. (U.S. Navy courtesy photo)

Greenwood, Ind. (Sept. 6, 2023) - Senior Chief Navy Counselor Joy M. Bragdon's journey encapsulates how childhood achievements can develop into a thriving career. A native of Tucson, Arizona, Bragdon's transition from a Girl Scout Gold Award recipient in her youth to achieving the rank of Senior Chief in the U.S. Navy serves as an inspiring example for young girls.

"One of the most important but simple things Girl Scouts taught me was to always leave something better than how you found it," Bragdon said. "Applying this to your day-to-day job and leadership in the Navy allows you to make a positive impact on your Sailors. As a young girl I would say the Girl Scout law and it starts with, 'on my honor I will try to serve God and my country.' Now that I don the Navy uniform, I realize how much that really means to my family and country."

The Girl Scout Gold Award is the highest and most prestigious achievement within Girl Scouts of the USA. It represents a

significant accomplishment for a Girl Scout Senior or Ambassador, which is typically a high school-aged girl who demonstrates exceptional leadership, organizational skills, and commitment to making a positive impact in their community and beyond.

To earn the Gold Award, a Girl Scout must complete a sustainable community service project that addresses a real and relevant issue. The project should have a lasting impact and involve a minimum of 80 hours of planning, execution, and leadership. It requires the girls to identify a problem, create a plan, gather resources, lead a team, and effectively communicate the project's goals and outcomes.

Bragdon said her journey began through hard work and determination.

"My troop's focus was confidence and character to promote being confident as an older Girl Scout and how great it can



be at any age." Bragdon continued, "We focused on this by working with the local mall and organizing a fashion show for older girls to show confidence and character. We invited younger girls and encouraged them to stay involved in scouts, and we organized a silent auction where the proceeds funded a scholarship for underprivileged girls to attend Girl Scout events. The goal of those events was promoting confidence and character. This fund is still active today."

Earning the Gold Award not only cultivated her leadership skills but also accelerated her promotion to E3 upon entering the Navy. This benefit, typically achieved after 18 months of service, reflects the award's impact on her military journey. "I enlisted as an Airman, paygrade E3, but I worked my way up as a Navy Counselor," Bragdon said. "Through dedication and hard work, I earned each promotion, and I can proudly say the Girl Scouts started my leadership journey to earning Senior Chief Navy Counselor, paygrade E8."

Bragdon has served 14 years in the Navy, and through five promotions and many Navy awards earned, she has been a shining example of a top performer who achieves her goals.

"I decided to become a Navy career recruiter in 2014, and ever since I've loved helping people start a career in the U.S. Navy," Bragdon said. "Serving and commitment are two principles that I carried with me from the Girl Scouts to the Navy and both organizations gave me back invaluable life experiences."

Sandy Saha, Leader of Senior Girl Scout Troop 1750 and Service Team Member of Greenwood Girl Scouts, recognized the potential of Bragdon's experience as a motivating force for young girls.

"Senior Chief Bragdon's story illustrates the possibilities that unfold when passion and opportunities converge, serving as a source of encouragement for generations to come." Saha continued, "I believe this can resonate in the hearts of young girls everywhere."

Bragdon's journey underscores the potential of Gold Award accomplishments to serve as launch pads toward impactful futures.

"It's so surprising how much the Navy and Girl Scouts have in common, it set a foundation of standards and traditions, so it made adapting to the Navy so much easier," Bragdon said. "I learned the importance of finishing something you started and seeing the benefits of those accomplishments. The diversity Girl Scouts has and being a sister to every Girl Scout at a young age, correlates to my everyday life as a sister in the Chiefs Mess."

Bragdon's narrative illustrates the possibilities that unfold when passion and opportunities converge, serving as a source of encouragement for generations to come.

"I love recruiting because you get to make a direct impact on people in a positive way every day," Bragdon said. "Throughout my 10 years in recruiting I've supported hundreds of Sailors entering the Navy and have watched them grow into leaders. This is all to maintain our Navy to be the strongest in the world. I plan to continue to lead the Sailors of Navy Recruiting Command in order to maintain our strength while still changing people's lives for the better."

Navy Recruiting Command consists of a command headquarters, two Navy Recruiting Regions, Navy Recruiting Reserve Command, and 26 Navy Talent Acquisition Groups that serve more than 815 recruiting stations across the world. Their combined goal is to attract the highest quality candidates to assure the ongoing success of America's Navy. For more news from Commander, Navy Recruiting Command, go to <http://www.cnrc.navy.mil>. Follow Navy Recruiting Command on Facebook (<https://www.facebook.com/CommanderNavyRecruitingCommand>), X[Twitter] (@USNRecruiter) and Instagram (@USNRecruiter).

RDML Walker Presents Bakarian Award

Story and photos by Nava Kiss,
Navy Recruiting Orientation Unit Public Affairs



Fiscal Year 2023, 2nd Quarter Bakarian Memorial Awardees pose with Master Chief Navy Counselor Gerald Allchin, National Chief Recruiter (left), commander, Navy Recruiting Command Rear Adm. Alexis "Lex" Walker (center), and Command Master Chief Jerry Konopka (right) during a ceremony at the Navy Recruiting Orientation Unit (NORU) on June 5, 2023.

PENSACOLA, Fla. (June 5, 2023) - The Navy Recruiting Orientation Unit (NORU) welcomed four Master Chief Bakarian Memorial Award winners, as well as commander, Navy Recruiting Command Rear Adm. Alexis "Lex" Walker and Master Chief Navy Counselor Gerald Allchin, National Chief Recruiter, to Pensacola on June 6, 2023. This is the second time the award is being presented in 2023, with new recruiters being recognized in each quarter of the fiscal year for their outstanding production numbers.

Upon arrival, the four awardees were given the opportunity to speak with current schoolhouse students and answer questions before being presented their awards.

It's no secret that recruiting can be a stressful, arduous duty, even having been referred to as 36 one-month tours as recruiters often work long hours and weekends to meet certain goal numbers each month. With mental health as a primary focus of the Chief of Naval Personnel, Vice Adm. Rick Cheeseman, and a concern for military personnel across all branches, Senior Chief Aviation Boatswain's Mate Christina Duvall of Navy Talent Acquisition Group (NTAG) Mid America impressed on students the importance of taking time to yourself.

"There's going to be times when you work late. It's an emotional rollercoaster, because you get really excited about somebody and then they fall through, but then you'll have some unexpected people that got in. It's stressful," Duvall said. "At the end of the day, when you're going home...do something to decompress. Take care of yourself as well."

Aviation Ordnanceman 2nd Class Madison Green of NTAG Nashville echoed her sentiment, telling students that her tip for new recruiters is to "have a good attitude every day. Recruiting is hard...it is stressful. But every single month is a new month."

Recruiters and applicants alike recognize that there are many important discussions that must take place before shipping off to boot camp, and recruiters must be prepared to answer difficult questions about topics from financials to family to further education. In regard to these types of questions, Yeoman 2nd Class Arionne Watts of NTAG Nashville stresses that "Honesty is huge. Honesty with [the students], honesty with their counselors, honesty with their parents. Honesty is the best policy, I don't lie to them at all. Even the ugly parts of the Navy, I tell them about."

The question-and-answer session was followed by an all-hands call with Adm. Walker and Master Chief Allchin, during which topics such as Military Health System Genesis, incentives for recruiter production, and the future of prior service recruiting were discussed.

Walker implored students at the schoolhouse to remember why their duty is so important. "If we are not successful at our job, everything that the Navy tries to do from a warfighting effectiveness standpoint falls apart. If we cannot adequately man our ships, our submarines, our aircraft squadrons, and our SEAL teams, we can't fight the way we want to fight. And that all starts with us."

The visit concluded with the frocking of six junior enlisted sailors currently stationed at the schoolhouse.



Four recipients of the Master Chief Bakarian Memorial Award attend a ceremony and all-hands call at the Navy Recruiting Orientation Unit (NORU) on June 5, 2023. The awardees, listed left to right, are as follows: Yeoman 2nd Class Arionne Watts, NTAG Nashville, NRS Knoxville; Gunner's Mate 2nd Class Benymes Santosgonzales, NTAG Miami, NRS Ponce; Aviation Ordnanceman 2nd Class Madison Green, NTAG Nashville, NRS Chattanooga; Senior Chief Aviation Boatswain's Mate Christina Duvall, NTAG Mid-America, NRS Bloomington

The complete list of Fiscal Year 2023, 2nd Quarter recipients is as follows:

Master Chief Bakarian Award Winners

ENRO 22-060-1 = YN2 Joseph Scaturro, NTAG Pittsburgh, NRS Scranton

ENRO 22-060-2 = AO2 Madison Greene, NTAG Nashville, NRS Chattanooga

ENRO 22-070-1 = ABE2 Shirley Asare, NTAG Atlanta, NRS Stone Mountain

ENRO 22-070-2 = RS1 Kvon Taylor, NTAG New England, NRS Springfield

ENRO 22-080-1 = GM2 Benymes Santosgonzales, NTAG Miami, NRS Ponce

ENRO 22-090-1 = YN2 Arionne Watts, NTAG Nashville, NRS Knoxville

ENRO 22-100-1 = GM1 Sean Dahlman, NTAG Pacific, NRS Maui

ENRO 22-100-2 = FC2 Denny Vilay, NTAG Houston, NRS Baybrook

ENRO 22-110-1 = ABHCS Christina Duvall, NTAG Mid-America, NRS Bloomington

Officer Recruiter Distinguished Graduate Winners

OR 22-020-1 = LT Stephanie Fultano, NTAG Philadelphia

OR 22-030-1 = HMC Frank Tejada, NTAG Richmond

The Navy Recruiting Orientation Unit is the Navy's sole recruiting schoolhouse, providing technical and professional training to Enlisted and Officer personnel from every community that will help them succeed in today's challenging recruiting environment.

NTAG Sailor Represents Navy at IndyCar Race Weekend

Story and photo by Mass Communication Specialist 1st Class Fred Gray IV,
Navy Talent Acquisition Group Northern Plains Public Affairs



NEWTON, Iowa (July 22, 2023) - Builder 1st Class Chris Beeler, center right, assigned to Navy Talent Acquisition Group Northern Plains, displays the Navy flag during a multi-service color guard during a pre-race ceremony at the IndyCar Race Weekend at the Iowa Speedway in Newton, Iowa, July 22, 2023. Navy Talent Acquisition Group Northern Plains is responsible for the U.S. Navy's enlisted and officer recruiting, covering 393,000 square miles in the states of North Dakota, South Dakota, Iowa, Minnesota, and parts of Illinois, Nebraska and Wisconsin.

NEWTON, Iowa (July 31, 2023) – Builder 1st Class Chris Beeler, assigned to the Navy Recruiting Station (NRS) Des Moines, Iowa, represented the Navy as part of a Joint Armed Forces Color Guard on July 22, 2023.

The color guard consisted of members of the Army, Navy, Marines, and Air Force, and took place at the Iowa Speedway in Newton, Iowa, as part of pre-race ceremonies honoring service members of the U.S. armed forces during the IndyCar Race weekend July 21-23, 2023.

"There is not much Navy presence around this area of the U.S., so to be able to represent [the Navy] in an event that was nationally televised was a huge honor for me," said Beeler.

Beeler has been serving in the U.S. Navy for 17 years, and has been deployed to Rota, Spain, São Tomé and Príncipe, Iraq, Afghanistan (twice), Djibouti and Kenya before being assigned to Navy Talent Acquisition Group (NTAG) Northern Plains.

"I have served with all the other branches of service throughout my deployments in the last 17 years," said Beeler. "To be able to stand shoulder-to-shoulder with my brothers and sisters from other branches on a stage that big is something that I take tremendous pride in."

Along with Beeler, from NRS Des Moines, Sailors from other recruiting stations in the Iowa area, were also able to take part in the event by setting up an information booth on the Midway.

"Before taking part in the color guard on Saturday I was able to engage with race spectators and vendors, and provide them with information about the Navy," said Beeler. "Not only did we get to inform them of opportunities that the Navy has to offer potential future Sailors, we informed everyday civilians of the importance and significance of the Navy and what it is we do for our country, allies and partner nations."

Beeler, originally from Viola, Arkansas, grew up in Tabor, Iowa, said he chose to come back to Iowa as part of NTAG Northern Plains because he knows of the caliber of people in this area, and wanted to not only share with them the available opportunities the Navy has to offer, but to also share his experiences with them.

"The Navy has allowed me to see the world and contribute to the greater good on a global scale," said Beeler. "Having a career in the Navy has given me a another family, my military family, and has provided me a valuable skills and training to set me up for a successful life when the time comes for me to retire."

NTAG Northern Plains is responsible for the U.S. Navy's enlisted and officer recruiting, covering 393,000 square miles in the states of North Dakota, South Dakota, Iowa, Minnesota, and parts of Illinois, Nebraska and Wisconsin.

For more information on opportunities with the Navy, go to www.navy.com, or visit your local U.S. Navy recruiting office.

Like Father Like Son at US Navy Recruit Training Command

Story and photo by Mass Communication Specialist 1st Class Stephane Belcher,
Recruit Training Command Public Affairs



Seaman Raul Vega Rodriguez, a graduating Sailor, and his youngest son, 18-year-old Seaman Recruit Kendrick Raul Vega Sanabria, currently in bootcamp, at Midway Ceremonial Drill Hall at Recruit Training Command (RTC). More than 40,000 recruits train annually at the Navy's only boot camp.

GREAT LAKES, ILLINOIS (July 14, 2023) - Seaman Raul Vega Rodriguez, a 40-year-old father of three, graduated from basic training while his youngest son, 18-year-old Seaman Recruit Kendrick Raul Vega Sanabria, also a recruit in Navy boot camp, watched from the bleachers July 14, at Midway Ceremonial Drill Hall at Recruit Training Command (RTC).

"I wanted to join a long time ago," Rodriguez said. "The opportunity came up and I just wanted to do it – show my kids that I can do it. That's something for them, they see me and they might say, 'You know what, if Dad could do it at that age, I can do it too.'"

His son, Sanabria, inspired by his father, decided to follow in his father's footsteps and even called the same recruiter.

"Since I was a kid I always wanted to be in the military; there's nothing else," said Sanabria. "It comes from my dad. He's always taught me how to be a leader and never give up."

Sanabria said his dad has always wanted to join the Navy and that's been his inspiration since arriving at RTC.

"He's always taught me how to have discipline when you don't feel like doing things, just keep doing it," said

Sanabria. "At boot camp it's hard, but it's easy at the same time. Sometimes you feel like going back home where you can see family, but you stay here for a purpose, just always remember that purpose."

While Sanabria could not sit with his family because he's still in his first week of training, he was able to give his father a hug and see his mother and sister. Because Rodriguez joined the Navy Reserves, he will go home to Puerto Rico after eight weeks of Aviation Maintenance Administrationman "A" school in Meridian, Mississippi. However, his son enlisted as active duty and is in the Seaman Professional Apprenticeship Career Track and will continue training in Great Lakes, before continuing to the active fleet.

Boot camp is approximately 10 weeks and all enlistees in the U.S. Navy begin their careers at the command. Training includes five warfighting competencies of firefighting, damage control, seamanship, watch standing, and small arms handling and marksmanship along with physical fitness and lessons in Navy heritage and core values, Warrior Toughness, Life Skills, teamwork, and discipline. More than 40,000 recruits train annually at the Navy's only boot camp. For more news from Recruit Training Command, visit www.navy.mil/local/rtc

NRC Seeks Nation's Top Talent at USA Triathlon Nationals

Story and photo by Mass Communication Specialist 3rd Class Cody Anderson,
Navy Recruiting Command Public Affairs



Participants were asked to text either Diver or SWCC to 764764 to participate in the Naval Special Warfare Warrior Challenge Pull Up event. This would prompt a survey being sent to the participant allowing the recruiters to gather qualifying leads based upon the participant's responses. As participants completed the survey, this also allowed the opportunity for the Sailors to teach the public about the Navy's many programs and opportunities.

Participants were able to earn different recruiting aids based upon the number of pull-ups completed. 12 repetitions earned them a Navy-branded water bottle while 20 earned them a Naval Special Warfare Warrior Challenge t-shirt. Participants were also competing to have the highest score on the leaderboard at the end of the day.

MILWAUKEE – Navy Recruiting Command (NRC) hosted a Navy Warrior Challenge and Dive Navy booth at the USA Triathlon Nationals, Aug. 3-6. The USA Triathlon Nationals featured more than 6,000 athletes, ranging in ages from seven to over 60, competing to become the USA Triathlon National Champion.

"The swimming, the running, the endurance, the mental toughness aspect of it. A lot of the things fall hand-in-hand and they all convert from one to the other," said Navy Career Counselor 1st Class Aaron Drawenek about the similarities shared between Naval Special Warfare personnel and triathletes. "Obviously it takes a lot of mental fortitude to push through a triathlon, as it would for any of the Naval Special Warfare programs."

NRC used a variety of assets in order to gain the attention of these high performing prospects. A Navy Advanced Explosive Ordnance Disposal Robotic System (AEODRS) was used to give out smaller recruiting aids like stickers and pamphlets. Alongside the AEODRS, visitors were able to don a 70-pound Explosive Ordnance Disposal (EOD) bomb suit and helmet. The setup also included, arguably, the most popular feature; a pull-up bar.

"I saw the pull-up challenge and I thought that I could do pretty well," said Dalton Miner, a triathlete from the Michigan State Triathlon Team. "20 pull-ups was the top spot and 12 got me a prize. I am pretty confident I can do 12 pull-ups so I thought I could push for 20. I ended up getting 19."

"The pull-up bar just brings in a bunch of people, people that are ready to compete against each other and show off their physical fitness," said Master Chief Explosive Ordnance Disposal Technician (EODCM) Javier Gamez. "Once you get somebody up on the pull up bar, it draws more people in and they start cheering on the participant. Then they'll bring people later on, and they're like, 'hey can you beat my record.' It creates a kind of chain reaction and people keep coming back."

"I don't think a lot of people really understand what it takes to be a part of Naval Special Warfare and when they see the pull-ups and they talk to us they kind of get a better idea of something they might not be educated on," said Drawenek. "It creates awareness for all of our programs."

Gamez echoed that statement. "It's great to be here to advertise the Warrior Challenge but also to advertise all of our Naval opportunities; our nuclear programs, ROTC [Reserve Officers' Training Corps] and everything else that we want the best people for in the Navy," said Gamez.

Navy Recruiting Command consists of a command headquarters, two Navy Recruiting Regions, Navy Recruiting Reserve Command, and 26 Navy Talent Acquisition Groups that serve more than 815 recruiting stations across the world. Their combined goal is to attract the highest quality candidates to assure the ongoing success of America's Navy.

Veterans Memorial Sparks Tradition and Heritage

Story and photo by Matthew Wheeler,
Navy Talent Acquisition Group Rocky Mountain Public Affairs



DENVER (August 7, 2023) — It has been years of work in the making with Adams County figuring out a way to celebrate its veterans. Adam's County Commissioner, Mr. Charles "Chaz" Tedesco, a Navy veteran, helped set up the Veteran's Advisory Board, consisting of veterans and family members of veterans. The county decided to build a park with the USS Colorado (BB-45) as its centerpiece to display a memorial more uniquely and showcase Colorado's naval and state heritage.

"The veterans memorial stands as a testament to the unwavering commitment of our community, a labor of love that has brought us together," said Tedesco.

During the planning, Navy Talent Acquisition Group (NTAG) Rocky Mountain was able to be a part of the Veteran's Advisory Committee. Command Master Chief Benjamin Chester introduced to the committee a Navy custom and tradition called, Mast Stepping. Mast stepping is the practice of placing coins under the step of the mast, which originated with the ancient Greeks and Romans. They believed due to the dangers of early sea travel, placing coins under the mast was needed to pay Charon, the ferryman, for the crew to cross into the afterlife in case the ship sank. Though, today, the mast stepping ceremony involves placing or welding coins and other significant objects into a hollow part of the mast or ship. It is seen as a traditional moment in a ship's construction which is thought to bring good luck. This tradition is essentially a "Time Capsule" onboard the ship.

On December 7th, 2022, the 81st anniversary of Pearl Harbor, Adams County held the Mast Stepping Ceremony for the staff and construction crew working on the memorial. NTAG Rocky Mountain Chiefs Mess and Command Leadership placed challenge coins into the time capsule. Along with the coins were letters written by loved ones, blueprints, and medals worn by Commissioner Tedesco's father when he served in the Army. The time capsule was then carried and hoisted into the memorial mast, where it was welded in place.

Construction continued through Memorial Day, when the county held the grand opening. "We have a ship! We have a ship, in Colorado," said Tedesco. The Commissioner welcomed the public and introduced Seaman First Class Ken Jones, who enlisted into the Navy at age 19 during World War II. Now, Mr. Jones, age 98, is one of the few remaining shipmates who served onboard the USS Colorado (BB-45) during that time. As the spirit of the memorial is to represent all services and to continue with Navy Customs and Traditions, active duty members from all services in the Denver Metro area were standing by to bring the ship to life. Then, Ken Jones ordered, "man the rails" to Air Force Chief Master Sergeant Timothy Buckner of the Guard Resiliency Integration Team, Buckley Space Force Base.

"This memorial is a reminder of the extraordinary sacrifices made by those who came before us, who serve now, and who will protect us in the future. It ignites a flame of valor and patriotism in the hearts of future generations. And it will be a beacon of hope, reminding us of the responsibility we bear to uphold the principles and freedoms upon which this great nation was built," said Steve O'Dorisio, Board of County Commissioners Chair. "And by incorporating public art elements into the project, we can enrich the experience and pride of our constituents who use these amenities."

Since the opening of the Veteran's Memorial, NTAG Rocky Mountain has continued to show the public our time-honored customs and traditions. June 1st, 2023, marked the 65th birthday of the Senior and Master Chief rank. Held that day was the first military pinning ceremony for Senior Chief Hospital Corpsman Jason Bush at the memorial.

Navy Talent Acquisition Group Rocky Mountain encompasses the states of Colorado, Wyoming, Utah, and parts of Idaho, Nebraska, and Kansas, providing Navy Recruiting services from more than 30 dispersed offices.

Eye on the Field



◀ PENSACOLA, Fla. (June 14, 2023) - Chief Mass Communication Specialist Michael Russell briefs students from the Navy Recruiting Orientation Unit's Enlisted Navy Recruiting Orientation course during a Blue Angels practice. (U.S. Navy photo by Nava Kiss, Navy Recruiting Orientation Unit Public Affairs)



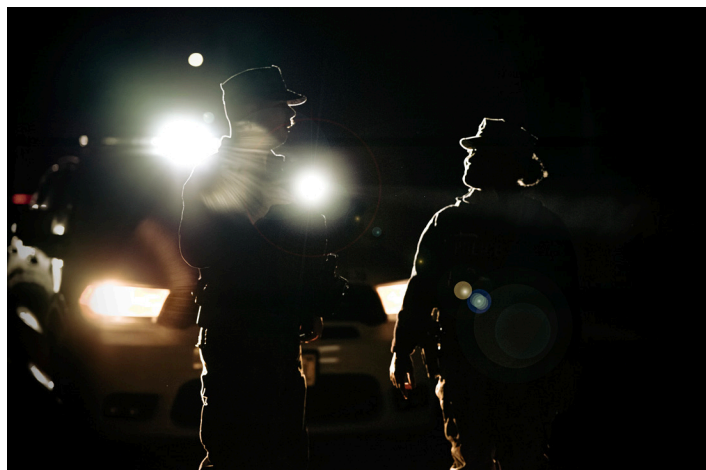
▶ SAN DIEGO (Aug. 1, 2023) - Electronic's Technician (Nuclear) 1st Class Harrison Vanhorn, a Recruiter at Navy Talent Acquisition Group Southwest, talks with members of the Troy High SPEAR team from Troy High School Navy Junior Reserve Officer Training Corps located in Fullerton, California, during the 26th International Student Robotic Submarine competition co-hosted by the Office of Naval Research and Naval Information Warfare Center Pacific at its Transducer Evaluation Center on Naval Base Point Loma. (U.S. Navy photo by Chief Mass Communication Specialist Charles White)

Eye on the Fleet



▲ MEDITERRANEAN SEA (Aug. 30, 2023) - Lt. Cmdr. Alexander Degelder, from Grand Rapids, Michigan, assigned to the "Golden Warriors" of Strike Fighter Squadron (VFA) 87, pilots an F/A-18E Super Hornet on the flight deck of the world's largest aircraft carrier USS Gerald R. Ford (CVN 78) in the Eastern Mediterranean Sea. (U.S. Navy photo by Mass Communication Specialist 2nd Class Nolan Pennington)

▼ NAVAL BASE VENTURA COUNTY (April 11, 2023) - Members of Naval Base Ventura County (NBVC) civilian and military Force Protection participate in active training while conducting Region-wide annual assessment and readiness evaluations. NBVC received the '2022 Commander, Navy Installations Command Installation (CNIC) Training and Operational Excellence Award' for Large Installation commanded by Capt. Robert Barr Kimnach III. (U.S. Navy Photo by Master-at-Arms 1st Class John Cason)



Q1

MARKETING TOOLS AND INSIGHTS



INTRODUCTION

Welcome to the quarterly overview of Navy Recruiting Command's advertising and marketing-related highlights from the previous three months, as well as a look ahead at the strategies, tactics, and tools for the upcoming quarter.

If there are topics that you would like to learn more about, or if you have ideas about how to better share this information, please email us at navypartnership@vmlyr.com.

Q4 // HIGHLIGHTS

NATIONAL MEDIA



FIFA WOMEN'S WORLD CUP

Despite the U.S. Women's National Team (USWNT) falling short in their bid to defend their World Cup Title for a third time in a row, the U.S. Navy was a winner in aligning with the tournament content. Because this year's tournament was hosted in Australia and New Zealand, the Navy partnered with ESPN to align with the U.S. audience's time-shifted viewing of the events. The Navy's ESPN sponsorship included exclusive access to the USWNT Camp Reports throughout the tournament.

NFL SUNDAY TICKET

The NFL's Sunday Ticket TV package recently moved from DirectTV to the YouTube TV platform.

The Navy was one of the first advertisers to lock down inventory with the new Sunday Ticket, and those watching their favorite NFL games in September were exposed to our Navy ads in-between the action. This partnership also included takeovers with some of the most popular YouTube TV sports creators during the month, including Pat McAfee and Travis and Jason Kelce.



SOCIAL MEDIA

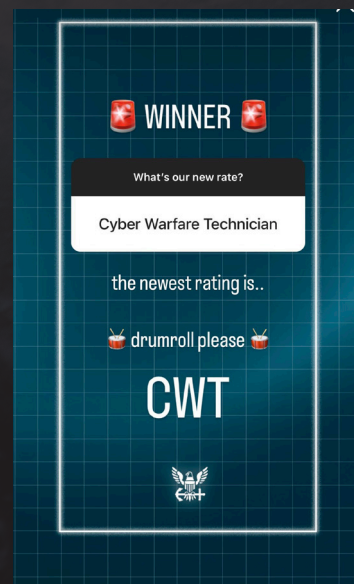
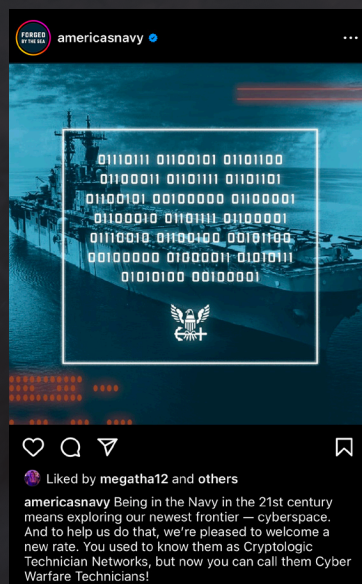
FISSION FRENZY SNAP LENS

Our Snapchat followers now have the chance to power a Navy submarine via our new Fission Frenzy Lens. Users are tasked with splitting atoms as they move across the screen, helping propel the submarine to its destination. Participants receive a personalized Navy hat upon completion of the mission.



CRACK THE CODE: NEW CYBER RATING RELEASE

To announce the Navy's new Cyber Warfare Technician rating, we hosted a decoding challenge to capture the attention of our audience and educate them about the new career path. Our followers were given the opportunity to crack the binary code and submit their best guess before we revealed the big news to everyone via an Instagram Story.



Q4 // HIGHLIGHTS

EVENTS & CONVENTIONS

JULY

- Girl Scouts Convention (NTAG Jacksonville)
- Boy Scout National Jamboree (NTAG Ohio River Valley)
- National Association of Secondary School Principals (NASSP) National Conference (NTAG Rocky Mountain)
- American Orthopedic Society of Sports Medicine (AASOM) (NTAG Richmond)
- American School Counselor Association (ASCA) Annual Conference (NTAG Atlanta)
- Free Methodist General Conference (NTAG Jacksonville)
- Lutheran Church Missouri Synod Convention (LCMS) (NTAG Great Lakes)

SEPTEMBER

- NAS Oceana Air Show (NTAG Carolina)
- VA State Fair (NTAG Richmond)
- Islamic Society of North America (ISNA) (NTAG Great Lakes)
- Congress of Neurological Surgeons (CNS) (NTAG Richmond)
- American Association of Maxillofacial Surgeons (AAMS) (NTAG Southwest)
- American Association for the Surgery of Trauma (AAST) (NTAG Southwest)
- Emergency Nurses Association (ENA) (NTAG Southwest)
- Academy of Medical-Surgical Nurses (AMSN) (NTAG Southwest)
- Academy of Otolaryngology Head and Neck Surgery (AOHNS) (NTAG Nashville)

AUGUST

- Seattle Seafair (NTA Pacific Northwest)
- Fan Expo Boston (NTAG New England)
- Fan Expo Chicago (NTAG Great Lakes)
- Yellowstone Air Show (NTAG Rocky Mountain)
- Iowa State Fair (NTAG Northern Plains)
- Minnesota State Fair (NTAG Northern Plains)
- Assembly of God General Council (AGGC) (NTAG Ohio River Valley)
- American Psychological Association (APA) (NTAG Richmond)
- American Association of Nurse Anesthesiology Congress (AANA) (NTAG Pacific Northwest)
- National Vocational Directors Conference (NCDVD) (NTAG Empire State)

DIVERSITY

AUGUST

- The League of United Latin American Citizens (LULAC) (NTAG Phoenix)
- American Association of Nurse Anesthesiology Congress (AANA) (NTAG Pacific Northwest)

SEPTEMBER

- National College Resource Foundation (NCRF) Black Expo (NTAG Empire State & NTAG Heartland)
- Navy Promotional Day – Southeast Texas (NTAG Houston)
- Historical Black College and University Initiative – Prairie View (NTAG Red River)
- NCRF Latin College Expo (NTAG Southwest)
- Navy Promotional Day – Baltimore, Maryland (NTAG Philadelphia)
- NCRF College Expo – New York (NTAG Empire State)
- Grace Hopper Celebration (NTAG Jacksonville)
- NCRF Black College Expo – Detroit (NTAG Heartland)

Q1 // LOOK AHEAD

NATIONAL MEDIA

SAILOR VS

The Navy's popular series has just returned for season 3 and will run across YouTube. This content series pits actual Navy Sailors against famous YouTube creators, and this season some of the featured Sailors will include a CTI Linguist, Air Crewman, and an MA Dog Handler.



HULU

A regular partner with the Navy, we have been working closely with Hulu to create splashy activations that will help the Navy brand stand out from other advertisers. For those regular viewers of Hulu, keep an eye out for a sequential messaging piece where someone viewing a single program will see each one of our Sailor VS videos, shown in order, across the entire program (one video at the beginning of each ad break). By the time viewers get to the end of the program, they will seek out even more Navy content!

The Hulu logo is displayed in a bold, red, sans-serif font against a dark blue background.

The Twitch Con logo features the words "twitch" and "con" in a white, lowercase, sans-serif font, set against a purple and blue gradient background.

TWITCH CON

One of the largest partners in the gaming space, Twitch is hosting its major annual event this October in Las Vegas and the Navy's own esports team, Goats & Glory, will be on-site! The Navy has had a more regular presence at gaming activations across the country, and Twitch Con will be one of the largest yet.



Q1 // LOOK AHEAD

SOCIAL MEDIA

POV - A DAY IN THE LIFE

Navy Instagram followers will have the chance to experience the day-to-day operations aboard the USS Theodore Roosevelt in our new Reel series. This series will emphasize teamwork among Sailors, while providing a first-person point of view of life aboard a ship.



EDUCATION

Campaigns with an emphasis on education will be prominent this quarter. We will continue our “Wait,” “That’s Navy,” “Swipe to Advance,” and “All Ways Navy” campaigns. Additionally, we will launch a new campaign entitled “Spin the Rate Wheel.” This campaign will highlight the following career paths:

- Industrial and Mechanical
- Intelligence, Information and Cryptology
- Aviation
- Science, Engineering, and Nuclear
- Business, Logistics, and Administration



HOLIDAYS & ANNIVERSARIES

In Q1, we will celebrate several Navy holidays, including Navy Day, the Navy’s 248th birthday, Veteran’s Day, and Pearl Harbor Remembrance Day. We will take this time to honor Sailors of the past and present, and celebrate the world's most powerful military force.



Q1 // LOOK AHEAD

EVENTS & CONVENTIONS

In Q1, NRC will have a strong presence at a variety of events and conventions, recruiting the best talent in the nation. The Nimitz Virtual Reality asset, as well as the U.S. Navy Fitness Challenge and 360 Photobooth, will make appearances at several events. What follows is the current lineup of conventions and events:

OCTOBER

- American Dental Association SmileCon (NTAG Jacksonville)
- American Psychiatric Nurses Association (APNA) (NTAG Jacksonville)
- Grand Junction Air Show (NTAG Rocky Mountain)
- TWITCH CON (NTAG Southwest)
- Crossroads Air Show (NTAG Heartland)

NOVEMBER

- American Academy of Ophthalmology (NTAG Golden Gate)
- U.S. Conference of Catholic Bishops Conference

DECEMBER

- Army-Navy Game 2023 (NTAG New England)
- 2023 AutoZone Liberty Bowl (NTAG Nashville)
- Association for Behavioral and Cognitive Therapies (NTAG Seattle)

Have an idea for an event to add to the calendar? Use the new Smartsheet online submission form to submit an upcoming event for consideration – and please note, suggested events are reviewed based on current schedule openings and ROI evaluation: <https://app.smartsheet.com/b/form/cc818b54fc9d4cd497a76fffdcd405e1>

DIVERSITY

In Q1, Diversity events will continue to highlight an array of Navy education and career opportunities to diverse prospects during targeted and specialty events. Through Navy Promotional Days (NPDs), Affinity Partner and HBCU program activations, NRC will leverage JODOs, BIPOC, and Divine Nine Ambassadors to help support outreach and authentically connect with diverse audiences to help increase lead generation.

OCTOBER

- Navy Promotional Day – Seattle/Portland (NTAG Pacific Northwest/NTAG Portland)
- AISES National Conference (NTAG Pacific Northwest)
- New Orleans HBCU (NTAG New Orleans)
- Navy Promotional Day – Kansas City (NTAG Mid America)
- Society of Women Engineers (SWE) National Conference (NTAG Pacific)
- SACNAS National Conference (NTAG Phoenix)

NOVEMBER

- Society of Hispanic Professional Engineers (SHPE) National Conference (NTAG Rocky Mountain)
- Navy Promotional Day – Carolina (NTAG Carolina)
- NCRF Black College Expo – Dallas (NTAG Red River)
- NCRF Black College Expo – Houston (NTAG Houston)

Interested in hosting an NPD or want to assist in the execution? Email us at navypartnership@vmlyr.com.

Finding Meaning in Miles:

How One Recruiter is Supporting Naval Special Operations through Ultra-running

Story and photo by Nava Kiss,
Navy Recruiting Orientation Unit Public Affairs



Recruiter and Navy Diver 1st Class Cole Copley runs on a trail near the Navy Recruiting Orientation Unit, where he spent five weeks learning the basics of recruiting duty before graduating on July 14, 2023. Copley is currently training for a 100-mile ultramarathon taking place this November in Memphis, Tennessee, to support the Navy Special Operations Foundation. (U.S. Navy photo by Nava Kiss)

PENSACOLA, Fla. (July 24, 2023) - First, it was a sprint triathlon in the summer of 2003. Next, he found himself signing up for half Ironman triathlons, consisting of a 1.2-mile swim, 56-mile bike ride, and 13.1-mile run. Now, twenty years and countless races later, this Navy Diver is taking on perhaps his most daunting challenge yet: The Mamba 100, a 100-mile ultramarathon, which will take place in November in Memphis, Tennessee.

Navy Diver First Class Cole Copley wasn't always a runner. In fact, he hadn't even run a marathon before completing his first full Ironman in 2020. If you ask him, he'll even laugh and tell you that "running is probably my weakness. But if you sign up for it, you can't quit, especially after [someone writes about it]!"

"I had no idea what I was doing," said Copley, reflecting on his first triathlon. "But I enjoyed it."

Now, he's looking to the future.

"Ironman Texas is my main goal to qualify for the Ironman world championships," said Copley. "Running this much, I'm hoping to build that volume to improve my marathon time."

However, it's not just his time he's looking to improve. He's also looking to improve the lives of members of the special operations community through the Navy Special Operations Foundation, which supports struggling members of the SO community through scholarships and monetary donations.

"That means more to me than anything, knowing that if something were to happen, our community is...taking care of the family front," said Copley. "My goal is to [run the race] in under 24 hours, so I was hoping to raise \$24,000 - \$1,000 for every hour I'm running."

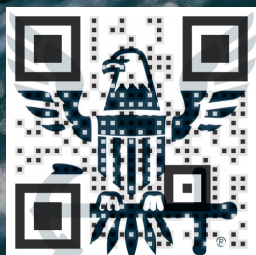
As a 17-year Navy diver, Copley is part of a humble community that often goes unseen in comparison to other high profile Navy SO careers. Now, as he enters the world of recruiting, his work will be rewarding and challenging in a new way. Copley plans to give high schoolers and young adults "the opportunity to see, through my eyes, a future that could be very unique to them that they might not know about."

Copley said that commitment is essential when it comes to young students considering the dive community, or Special Operations in general.

"You can't go in there second guessing yourself," he said. "When things get hard and you're not fully committed, that's when people end up quitting. It's not that you can't do it, it's that you're second guessing."

Copley will be supported by his wife, family members, and fellow ultra runners as he trains for the Mamba 100. He will be recruiting out of Millington, Tennessee, and assisting with the Warrior Challenge Program, which prepares high schoolers and other young adults looking to join Navy Special Operations.

C H A R T Y O U R
COURSE



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