

NAVY

Future of the Fleet

RECRUITER



FEATURES

Blue Angels Visit Eastern Wayne
High School pg. 9

Angels in the Infield pg. 14

From the Admiral

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



Recruiting Nation,

As always, I applaud what each of you are doing out in the field. Against the odds, you are decreasing our goal gap. By May, you had already almost halved it and I look forward to driving the forecasted miss down even further.

Your Department of Navy leadership continues to consider a variety of options to increase the opportunities for people to serve while maintaining the quality needed across the force. As you are aware, the COVID-19 pandemic has had negative impacts on many young Americans' academic and physical fitness opportunities, exacerbating an existing problem where less than 23% of the nation's youth meet Navy standards.

In order to combat issues of physical fitness amongst the nation's population that has a propensity to serve, the Navy developed a training pipeline to help potential recruits meet or exceed Navy accession standards. The program, the Future Sailor Preparatory Course (FSPC), modeled after the Army's Future Soldier Preparatory Course, provides training and assistance to help citizens overcome limiting factors to meeting standards on their way to becoming U.S. Navy Sailors. The pilot phase of the course started at Recruit Training Command in April and will continue throughout the fiscal year.

We continue to make headway with Every Sailor a Recruiter (ESaR). We have received almost 700 leads and have turned those leads into more than 70 contracts. The support we are getting from the fleet has been top notch and I am continuing to push ESaR as I travel. It is important to me that our entire Navy realizes the criticality of recruiting to mission readiness, and many are stepping up to do their part as ambassadors.

In December, we also changed the cutoff score for the Armed Forces Qualification Test (AFQT) to include Category IV (CAT-IV) (AFQT scores from 10-30), so long as the prospective Sailor's ASVAB individual line scores are high enough to qualify for a Navy rating, and they have already graduated from high school. We also expanded the number of CAT-IVs that we could access, allowing up to 20% of overall accessions to be CAT-IVs. Previously, CAT-IV accessions were limited to 4 percent. So far in FY23, Navy has accessed 18% CAT-IV as a share of overall accessions.

We will continue to look for different ways to remove barriers to bringing qualified individuals into the Navy so that every recruiter can be as efficient and effective as possible.

Thank you for what you do.

A handwritten signature in black ink that reads "Alexis Walker".



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FRONT COVER:

The Blue Angels fly in formation at the Marine Corps Air Station Miramar Air Show. (U.S. Marine Corps photo by Lance Cpl. Matthew R. Howe/Released)



BACK COVER:

U.S. Navy Flight Demonstration Squadron, the Blue Angels, perform a Delta Flat Pass at the Jacksonville Beach Sea and Sky Spectacular Air Show. (U.S. Navy photo by Mass Communication Specialist 1st Class Andrea Perez/Released)

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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,

As we head toward the end of the fiscal year, I want each of you to know how proud I am of your efforts. We have excelled through some of our toughest months, but as you know, a recruiter's work is never done. With the beginning of summer here, we need to ensure we have a solid plan to start penetrating the new 11s market. A fast start followed by a strong push to speak with every 2024 high school graduate this year will be vital to our success next FY.

With maximum recruiter effort, I am confident that NRC will achieve success. For that reason, I am asking for your best at all times and while I know that may look different from day to day, I need every recruiter contributing to the mission every month. Obviously, some months will be more difficult than others, but if you're having a down month or if there are obstacles in your way, say something! My goal is to provide the training and resources necessary to put every recruiter in position to be successful. There are many things that can be done to help lessen or eliminate obstacles but without good communication, it will be difficult to provide the resources needed.

Regardless of the mission you're assigned to or the market you recruit in, a solid prospecting plan combined with the discipline to properly execute that plan will always be a recipe for success. Continue to identify those applicants with the highest potential and ensure they are aware of all incentives. Continued identification and penetration of our high quality markets will be key in our pursuit of our top priority Nuke mission as well as the other high quality rates we need to fill.

Entering FY23, our DEP pool had been depleted, however, as our DEP pools begin to replenish we need to focus on proper Onboarding processes and DEP leadership. We want our future Sailors to remain not just motivated and excited, but also PREPARED to begin their Navy careers. Hold meetings and events and get your future Sailors involved where you can. Prepare them as much as possible for success at RTC and beyond. I believe in doing things right the first time. It is easier to adequately prepare our people on the front side, than it is to find a replacement for them on the back side.

If you haven't seen the Navy's newest commercials or if you aren't familiar with the Faces of the Fleet video series, please go to the U.S. Navy's page on YouTube and begin sharing those products on your social media. There are videos for every rate and many visuals that can help you when prospecting. Work every day with the end goal in mind, which is to expose as many people as possible to the benefits of naval service and continue to build the Navy the nation needs.

Recruiter Spotlight

Each month Navy Recruiting Command assigns one of our 26 Navy Talent Acquisition Groups to highlight a recruiter with a special story to tell. We publish those highlights 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.

MARCH



Hospital Corpsman 1st Class
Justin Guarisco

APRIL



Religious Program Specialist
2nd Class Gillian Figueroa



Chief Electronics Technician (Nuclear)
John Terhune



Navy Counselor
1st Class Amanda Rasmussen

MAY



Fire Controlman
1st Class Dylan Devalk



Hull Maintenance Technician
1st Class Vincent Savage

Eye on the Field



MILLINGTON, Tenn. (May 31, 2023) – Secretary of the Navy Carlos Del Toro gives the Oath of Enlistment to 12 future Sailors at Commander, Navy Recruiting Command. Secretary Del Toro met with senior leadership and Sailors at Naval Support Activity Mid-South to discuss ongoing recruiting and retention efforts, as well as interactive Sailor support provided by Chief of Naval Personnel to sustain a ready force. (U.S. Navy photo by Mass Communication Specialist 2nd Class Tyler C. Priestley/Released)



MILLINGTON, Tenn. (May 31, 2023) – Secretary of the Navy Carlos Del Toro sits with the leadership of Commander, Navy Recruiting Command to discuss Navy recruiting. Secretary Del Toro met with senior leadership and Sailors at Naval Support Activity Mid-South to discuss ongoing recruiting and retention efforts, as well as interactive Sailor support provided by Chief of Naval Personnel to sustain a ready force. (U.S. Navy photo by Mass Communication Specialist 2nd Class Tyler C. Priestley/Released)

Eye on the Fleet



WASHINGTON – The United States Navy Memorial hosted a wreath laying ceremony in honor of the 81st anniversary of the Battle of Midway, where Chief of Naval Operations, U.S. Navy Admiral Michael Gilday, was the keynote speaker in attendance, June 5. The Battle of Midway, fought over and near the Midway atoll, approximately 1,500 nautical miles northwest of Hawaii, represents the strategic high water mark and turning point of the Pacific war. (U.S. Navy photo by Mass Communication Specialist 2nd Class Griffin Kersting)



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NRC Premieres Upgraded Dive Tanks at Point Mugu Air Show

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



NAVAL BASE VENTURA COUNTY POINT MUGU, Calif. (Mar. 19, 2023) – Visitors at the Point Mugu Air Show gather around the new Navy dive tank. The new, upgraded dive tanks were premiered by Navy Recruiting Command during the Point Mugu Air Show.

POINT MUGU, Calif. – Navy Recruiting Command (NRC) premiered upgraded dive tanks during the Point Mugu Air Show at Naval Base Ventura County (NBVC) Point Mugu.

"The old dive tanks were great but they were kind of just a hodge-podge of pictures thrown together and it didn't really flow very well," said Chief Steelworker Allen Bryant. "I like the new dive tanks; they pop a little bit more. They are showing what the dive pens look like and overall they just look cleaner and better."

Along with the upgraded dive tanks, NRC also premiered new recruiting aids promoting some of the Navy's programs including the Warrior Challenge Program.

The event, which brought in an estimated 200,000 visitors, marked the first time in more than eight years that NBVC Point Mugu has hosted an air show. The show also marked the only time this year that both the U.S. Navy Flight Demonstration Squadron, the Blue Angels, and the U.S. Air Force Demonstration Squadron, the Thunderbirds, will be performing at the same air show.

Alongside the dive tanks, the Navy hosted a multitude of assets including a U.S. Navy Seabee exhibit, the "Nimitz" virtual reality experience, more than 30-static displays and an interactive science, technology, engineering and mathematics exhibition.

The new dive tanks will next be displayed in Times Square during New York City Fleet Week, May 24-30.

Navy Recruiting Command consists of a command headquarters, two Navy Recruiting Regions 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.



NAVY RESERVE

EPU 104 NAVY RESERVISTS ASSIST MSC IN GERMANY

Story and photo by Christina Johnson,
Military Sealift Command, Europe and Africa Public Affairs

NORDENHAM, Germany – U.S. Navy Reserve personnel from Expeditionary Port Unit (EPU) 104, based out of New Castle, Delaware, assisted Military Sealift Command, Europe and Africa (MSCEURAF) in offloading SS Gopher State (T-ACS 4), a Maritime Administration auxiliary crane ship, April 12.

In the U.S. Department of Defense's continual support of real-world events, deliveries to various locations in Europe have nearly doubled in the past year. These shipments require coordination from MSCEURAF prior to arrival, at the pier, and on the port. For this mission, Willie Jones, an MSCEURAF Marine Transport Specialist (MTS), received additional support from EPU 104.

"I personally love it," said Chief Master-at-Arms James Fitzgerald, senior enlisted leader of the team of three sent to assist and train at the Port of Nordenham, Germany. "The mission gives you a good sense that you are contributing to make a difference."

The Navy Reserve mission for MSC is to provide EPUs for operations which require additional manpower not normally required during sustained peacetime operations and are MSC's manpower solution for surge mission sets. MSC has 15 EPUs aligned under five area commanders.

"Anytime we conduct a mission we constantly learn new things and sharpen our skills. Sailors deploy to different ports, work with different Sailors and service members from other services, and engage with different host nation support personnel," said Cmdr. Martha Adams, EPU 104 commanding officer. "Each mission has a different purpose and operation so there's a lot of variety. While there are a lot of differences, the common thread is executing what we've learned as our standard operating procedures as an EPU. After each mission, we conduct a self-assessment to identify lessons learned to improve upon for our next mission."

When mobilized, reservists quickly take charge of establishing MSC port offices to assist with sealift operations wherever and whenever needed.



NORDENHAM, Germany – Chief Master-at-Arms James Fitzgerald from Expeditionary Port Unit (EPU) 104, based out of New Castle, Delaware, watches as SS Gopher State (T-ACS 4), a U.S. Department of Transportation Maritime Administration auxiliary crane ship, arrives at the pier, Port of Nordenham, Germany, April 12. EPUs provide personnel to MSC port offices to assist with sealift operations wherever and whenever needed.

"Going out where the Navy needs your support feels like it's a better contribution to the bigger picture," added Fitzgerald, a 3rd generation police officer in Utica, New York.

MSC operates approximately 125 naval auxiliary civilian-crewed ships, replenishes U.S. Navy ships, strategically prepositions combat cargo at sea, and moves military cargo and supplies used by deployed U.S. forces and coalition partners around the world.

Blue Angels Visit Eastern Wayne High School

Story and photos by MarQuan Stith,
Navy Talent Acquisition Group Richmond Public Affairs



GOLDSBORO, N.C. – Lt. Cmdr. Jones and AME2 Ellegood take a picture with students from Eastern Wayne High School.

GOLDSBORO, N.C. – How often do a group of high school students get to meet with and ask questions to members of the world famous Blue Angels? On May 19, Navy Recruiting Station (NRS) Goldsboro brought together a group of students at Eastern Wayne High School (EWHS) to meet two members of the legendary Navy Flight Demonstration Squadron to ask questions about their jobs in the Navy and learn more about how they can one day follow in their steps.

Lt. Cmdr. Gregory Jones and Aviation Structural Mechanic (Safety Equipment) 2nd Class (AME2) Kollyn Ellegood took a trip to EWHS to not only spread awareness about the opportunities that the U.S. Navy presents, but to also engage and get the students excited about the Blue Angels airshow that they came to town for.

"It feels great to be able to visit the local high school near our shows," said AME2 Ellegood. "It feels like I was recently in their shoes, so being able to come back and spread the knowledge that I have gained since joining the Navy is a great feeling. Being a member of the Blue Angels is very rewarding, I get to travel and meet with kids from different cities and backgrounds and have fun while I am doing it. This doesn't feel like work at all."

"I remember being in their seats 20 years ago, not knowing what I wanted to do for a career, and I hope me being here can motivate these students to want to serve their country and to give them options for their life," said Lt. Cmdr. Jones. "One day I went to a Blue Angels airshow and seeing those guys being so passionate and dedicated to their jobs motivated me to want to do that with my life."

On May 20-21, the Blue Angels visited Seymour Johnson Air Force Base in Goldsboro. The event brought tens of thousands of people to the local area to watch the Blue Angels in action.

The Blue Angels flight demonstration team performs across the country for audiences of all ages.



GOLDSBORO, N.C. – Blue Angels host for the airshow introducing the pilots.

Your Recruiter — Your First Navy Mentor

Story and photos by Chief Mass Communication Specialist Diana Quinlan,
Navy Talent Acquisition Group Philadelphia Public Affairs

CLAYTON, Del. – His Navy Dress Blues stood out in stark contrast among the red jackets of members of the American Legion, cadets' Marines service "C" uniforms, and the colorful jackets of civilians. Hull Maintenance Technician 1st Class Vincent Savage, a native of Smyrna, assigned to Navy Talent Acquisition Group (NTAG) Philadelphia, was no stranger to representing and celebrating his future Sailors at the First State Military Academy's (FSMA) annual awards ceremony.

Despite the chill of the April evening, the grounds of the academy in Clayton, were packed with veterans, Marine Corps Junior Reserve Officers' Training Corps cadets, and their proud parents and relatives. This evening was all about his future Sailors, his future shipmates, and eventual leaders for whom he lays the groundwork as did generations of service members before him.

Looking at these future leaders, Savage was reminded of why he joined the Navy 15 years ago. He didn't have his adult life figured out right after school unlike some high school seniors today. Married early to his high school sweetheart and with a baby on the way, it took four years for him to decide on the Navy as a career. However, he is proud of this decision to this day, as is his family who have stood by him through the years.

"When I joined I wanted to give my family a better life, to see the world with them, and to be part of something big," said Savage. "I wanted for my wife and my children to be proud of what I'm doing in life, but also to serve my country and its people. The Navy has given me skills to live a more productive life. It's given my family great benefits, but it also has given me a different outlook on life, made me grow up a lot more, and I see things a lot differently since I joined."

Almost 10 years of service and two carriers later, Savage decided to come back to where his journey in the Navy began; to pay forward to future generations while serving as a recruiter - a unique duty, according to Savage, as "you get to be the first impression of the Navy. And I think that the first impression is one that lasts the longest."

Savage was thankful to have great recruiters, with whom he still keeps in touch, who were his first of many Navy mentors acquired over his years of service.



"The Navy places big emphasis on mentorship, where experiences and knowledge from senior Sailors is shared as a teaching tool to junior personnel, helping them to develop and become better, well-rounded individuals, both in naval career and personal life," explained Savage. "I want the men and women who I put in the Navy to have a good experience from the start, to understand the process, and be able to ask questions, before and after they ship out to boot camp."

According to Savage, one of the rewarding parts of his job is watching these young future Sailors gearing up to go out to the fleet and keeping in touch with his Sailors as they serve in their first commands. Savage loves receiving their calls asking for advice or simply to chat about their accomplishments and experiences.

"But even before they ship to boot camp, probably the best part is holding the DEP [Delayed Entry Program] meetings: doing some PT, teaching the Navy basics, meeting their families, and even having a bit of fun," said Savage. "When



CLAYTON, Del. – Hull Maintenance Technician 1st Class Vincent Savage, right, a Smyrna native assigned to Navy Talent Acquisition Group Philadelphia, and his son, Daniel Savage, pose for a photo at First State Military Academy during the awards ceremony held at Clayton, April 27. The awards ceremony recognized Marine Corps Junior Reserve Officers' Training Corps cadets for scholastic achievements and enlistments into Armed Forces. Savage was featured as a Recruiter in the Spotlight for Navy Recruiting Command, which consists of a command headquarters, three Navy Recruiting Regions, 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.

various veterans organizations, and instills this support and presence in the community in his future Sailors.

"I tell each and every future Sailor: 'you are a representation of the U.S. Navy! When you're out there and you do something good in your neighborhood or local community, people are going to recognize you, and it makes them feel good about your service, the Navy, and it makes you feel good too,'" shared Savage. "I bring my future Sailors to volunteering events too, like marathons support, cleanups, parades, and even recruiting events. I think that builds a stronger future Sailor, camaraderie, and positive outlook on their future, where they're going to take that initiative to the fleet and continue to do it wherever they serve."

you get them motivated - it motivates you! And I love it when they get out of boot camp, they call me and say 'yeah, everything is as you taught and showed us.' Because even though it's simple basics and they learn far more in boot camp, I still train them like we do in the fleet until it's a muscle memory."

As his previous Navy experiences helped him grow, Savage also credits recruiting duty in his constant development as a leader and a Sailor. The mentality of "do as I say, because I said so," which he grew up with, no longer applies and young generations come in with an often questioning attitude.

"I grew up with older generations' mentality of doing things with no questions asked, but working with these kids, I know that they want to learn and understand why we do what we do and how to do it properly," explained Savage. "I changed my mentality and it helped me be transparent with my applicants when they have questions, because I had to ask these questions to have the right answers for every possible scenario. Through that I also learned how to be a better leader, handle a variety of situations, and be savvy in administrative work - all of which I will be taking back to the fleet knowing that the new generations of Sailors I helped to put in the Navy are now serving side by side with me."

In addition to serving the Navy, supporting his local community and being an active member in it has always been one of Savage's priorities. He volunteers with the American Legion and

But by far the highlight of Savage's recruiting career is having his son Daniel follow in his footsteps and join the Navy.

"One of my greatest accomplishments on recruiting duty is putting my son in the Navy," said Savage. "It's a great feeling to see him excited to ship out in July. I'm proud of him following in my footsteps and, hopefully, he will exceed what I've done in the Navy. I hope I've given him the tools to succeed, like I do for every future Sailor."

Graduating this year from FSMA, Daniel Savage was among the cadets recognized in the ceremony for making a commitment to enlist. Unlike other parents watching the ceremony and their children from the audience, both father and son proudly stood side by side while mom and sister took myriads of photos.

"It's great being a part of an award ceremony in my hometown with my son, my family and my future Sailors," said Savage. "I think all who attended it today will remember this moment for the rest of their lives."

NTAG Philadelphia encompasses regions of Pennsylvania, New Jersey, Delaware, Maryland and West Virginia, providing recruiting services from more than 30 talent acquisition sites, with the combined goal of attracting the highest quality candidates to assure the ongoing success of America's Navy.

NTAG Golden Gate Enlists Twins Set to Ship in August



Story and photo by Machinist's Mate 2nd Class Madelaine Marcelino,
Navy Talent Acquisition Group Golden Gate Public Affairs

ANTIOCH, Calif. – Twins from Antioch recently joined the Navy together, both in the advanced electronics computer field, following a tradition of family service.

While Collin and Cadin Scarzella will be attending boot camp together in August, and are often interested in many of the same things, they couldn't be further apart on their motivations for serving.

Collin had the dream to join first. His dad was in the Army and there is a rich history of military service. It wasn't until after Collin made the decision to join that Cadin decided it might be something he wanted to do as well.

Even what their careers will look like varies between the brothers. While Cadin is content with seeing and doing as much as he can in the short term and then moving on from the Navy, Collin is looking to make it a career. His plan is to spend the next 20 years exploring the world and taking advantage of everything the Navy has to offer. He is especially interested in languages and hopes to develop that interest more fully.

The brothers are hoping to get stationed near each other after boot camp and are both looking forward to beginning their naval careers.

Educators From Landlocked States Tour the Navy in San Diego

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



◀ SAN DIEGO – Educators from Wyoming and Colorado pose with Sailors from Explosive Ordnance Disposal MU3.

SAN DIEGO – Educators from Wyoming and Colorado pose with Sailors in front of the USS Midway Museum during the harbor tour on an amphibious assault craft with Assault Craft Unit 1.

SAN DIEGO (March 29, 2023) – Navy awareness is essential in recruiting America's best and brightest for the Navy. To assist in the recruiting effort in Colorado and Wyoming, five educators representing Prairie View, Central, McLain Community, Kelly Walsh, and Standley Lake High Schools participated in the Educators Orientation Visit (EOV) sponsored by the U.S. Navy.

The EOV is a Navy Recruiting Command program that focuses on showing educators various facets of the Navy and the many career paths and opportunities available to students.

One of the highlights of the visit was the group's tour of the nuclear-powered aircraft carrier USS Theodore Roosevelt (CVN 71). In addition to the carrier, the team was given a tour of the Damage Control & Fire Fighting training school and could fly an MH-60R Sea Hawk helicopter in the HSM-35 Squadrons flight simulator. The next day consisted of a tour of Explosive Ordnance Disposal MU3, a cruise on an amphibious assault craft with Assault Craft Unit 1, and ended with Naval Special Warfare Detachment/Naval Special Warfare Center tour.

"Each part of the trip was informational and gave me a new insight and understanding of the Navy," said Nicholas Lamp, an Assistant Principal with Central High School in Cheyenne, Wyoming. "I appreciated the opportunity to see such a variety of services that the Navy has to offer and appreciated the time each person took to educate us."



Angels in the Infield

By Navy Recruiting Command Public Affairs



The Navy Flight Demonstration Squadron, the Blue Angels, pride themselves on what they give back to the community. (Courtesy photo)

MILLINGTON, Tenn. (May 26, 2023) – On most Tuesdays and Wednesdays in Pensacola, there is one sound residents can pretty much set their watches on. The sound of the Blue Angels flying practice flight demonstrations over the city. Locals head outside, or flock to local open parking lots, to catch these practice air shows each week.

Although many feel the Blue Angels are most impressive while demonstrating incredibly difficult flight maneuvers, it is actually what they do at ground level that brings them the most satisfaction – giving back to the community, meeting fans, and helping to inspire the next generation to be the best they can be in all that they do.

Each year, the Blue Angels interact with over 11 million spectators through air show performances and have flown for more than 450 million spectators worldwide. Additionally, the Blue Angels visit multiple schools and hospitals, and attend community outreach events in every city they travel to. While public outreach is part of the mission, the distinct ability to make a meaningful impact on others is written into the Blue Angels' creed (with lines like "the faces of children thrilled today by blue and gold are the faces I wish to see take my place tomorrow") and into the hearts of members on the team.

The Blue Angels give their teammates an incredible platform to bring about awareness of the awesome power, precision and teamwork of the United States military, while also inspiring millions of people to pursue their own dreams and become better versions of themselves.

"It would be impossible to quantify the hours this team volunteers their time locally and across the nation each year, and honestly, we aren't counting," said Chief Mass Communication Specialist Michael Russell, the team's volunteer coordinator. "When opportunities to give back to the community come up, we really enjoy spending time with people and are never short of hands. Everyone on this team genuinely wants to be here and it's easy to remain motivated around people who find true purpose in helping others."

From high school engagements to hospital visits, and from beach and highway cleanups to reading to children in the library, an Angel in Blue can be found. While community engagement is part of the job, members of the Blue Angels have let it become their way of life.

"This command is unlike any command I've ever served with, and the difference was noticeable right away," said Cmdr. John Fay, the team's executive officer. "There were distinct processes and procedures that the pilots and support crews followed in the briefs and on the flight line, but it was discovering their culture that really stood out and fascinated me the most."

Fay, who has been with the team for two years, said it is the selfless heart of the team that has stood out and fascinated him.

"When I had the opportunity to apply and interact with the team I noted the character traits they all seemed to exhibit; relentless optimism, enthusiasm, character, humility, respect

and an intense commitment to the mission and to one another," said Fay. "The way they thought, spoke and acted was clearly a core competence that unlocked such high levels of performance. I still believe it is what differentiates the Blue Angels from other great teams - a unique combination of attitudes, habits and a shared commitment to sustaining a culture of excellence."

The optempo of the Blue Angels is also significant. They spend upwards of 300 days on the road each year, starting with a 2.5-month winter training detachment to Naval Air Facility El Centro that begins in early January where the team trains six days per week perfecting their aerial demonstration. The team begins the air show season annually in March that will go until November, travelling to 32 cities across the nation. They generally get one day of crew rest each week to relax and spend time with family, before they fly out to the next air show.

"We occupy a unique position that provides a very special opportunity to interact with people from across the nation," said Fay. "That fact is not lost on any of us and it is part of the "why" we do what we do."

Fay said this unique position also provides the necessary motivation to get through the tough days and Lt. Cmdr. Julius Bratton, #5 solo pilot and the team's operations officer, agrees.

"We are fortunate that volunteering goes hand in hand with this job," said Bratton. "In being a Blue Angel, our outreach efforts are intertwined into our regular schedule. Our Friday interactions with a special needs group really puts into perspective what troubles we may think we have or how we may think we have limited time, when in reality we are truly blessed to be healthy and able to put a smile on someone else's face."

A career in the Navy/Marine Corps brings with it hundreds of once-in-a-lifetime experiences, but Fay and Bratton know one of their most treasured memories will be as Blue Angels and the honor of being able to perform some of the smallest acts that ultimately were able to brighten someone's day. They said they are also proud of their ability to bring the Navy and Marine Corps to areas of the country that would likely never see a Sailor or Marine.

"We get to show the American public what a small subset of the population is capable of while we are out on deployment protecting the ideals that we hold dear to our hearts," said Bratton. "We also get to provide inspiration to people by showing them that we are from your town, have a similar background, may even look alike, and through consistent hard work, anything is possible. In the eyes of our fellow service members, we get to showcase the teamwork of the United States military on their behalf, so that their efforts aren't forgotten. The Navy and Marine Corps are a sea-going service, so oftentimes their hard work is out of sight of the public. We bring the culmination of that hard work to the front yards of our fellow citizens so that our service members aren't forgotten."



Both as a team and as individuals, the Blue Angels pride themselves on development and the pursuit of perfection. While it is tedious work to maintain excellence at this level, while also volunteering during their small amounts of down time, joining and staying on the team is also completely voluntary. The team is transparent during the interview stage about what will be expected of each member, and if at any time a member of the team feels like it is not a fit, they can request to be transferred off the team. But this rarely happens.

"'Glad to be here,' is a statement of belief that we share on the Blue Angels team," said Fay. "It reflects gratitude for the unique position we occupy, serving a purpose larger than ourselves. It also is an acknowledgement and appreciation of all the experiences, the failures and

successes, and other people that helped us get where we are, as well as where we are going. Those four words are repeated daily in each debrief and are an incredibly important part of our team's high-performance mind-set."

The team consists of 138 world class, active-duty Sailors and Marines, each one bringing experience and expertise from their service in the fleet and honored to serve as the representatives of the more than 800,000 active-duty, reserve and civilian men and women currently serving worldwide in the Navy and Marine Corps.

The Blue Angels are truly - "Glad To Be Here."

U.S. Navy Recruiter Brings Harmony to Havoc

Story by Mass Communication Specialist 1st Class Benjamin Dobbs,
Navy Talent Acquisition Group Pittsburgh Public Affairs



◀ PITTSBURGH – Gunner's Mate 2nd Class Janel Wesley, (#13), a recruiter assigned to Navy Talent Acquisition Group (NTAG) Pittsburgh, and captain of the Harrisburg Havoc, a Women's Football Alliance team, signals for two more players on the field during a team huddle. NTAG Pittsburgh, part of Navy Recruiting Command, recruits the next generation of Sailors throughout areas in Pennsylvania, New York, West Virginia and Maryland. (U.S. Navy photo by Mass Communication Specialist 1st Class Benjamin Dobbs/Released)

PITTSBURGH (May 17, 2023) — A portion of the Sailor's Creed reads, 'I proudly serve my country's Navy combat team with Honor, Courage and Commitment. I am committed to excellence and the fair treatment of all.' The concepts of teamwork and striving for excellence is something Gunner's Mate 2nd Class Janel Wesley embraces no matter what uniform she wears. In addition to her demanding job as a recruiter in the United States Navy, Wesley, is a team captain for the Harrisburg Havoc, a Women's Tackle Football team in the Women's Football Alliance. She plays the running back and defensive end positions for her team.

Wesley, a 2011 graduate of Deep Creek High School in Chesapeake, Virginia, was heavily involved in school athletics and activities growing up.

"When I was a kid I played soccer and when I got to high school I continued to play soccer, basketball and field hockey," said Janel. "I did shot put in track and field, and I was in the marching band as well."

Her parents, Anthony and Gwendolyn Wesley both served in the Navy, paving the way for their daughter to one day do the same. Anthony was a Fire Controlman 2nd Class who served over 10 years on multiple ships throughout his career, and Gwendolyn served on active duty and in the reserves as a Machinist's Mate.

Her father watched with excitement from the stands during the Havoc's game versus the New Hampshire Rebellion. The

Havoc overcame a 12-point deficit to win 14-12 in overtime and hand the Rebellion their first loss of the season.

"I'm very proud of her and all that she's accomplished, and I know that there is a lot more that she will," Anthony said. "She's went through a lot of different variations of herself. Once she got finished with high school, one of the things we told her was you either need to go into the military or go to school. She decided school wasn't for her and I said, 'the service is waiting for you, take advantage of that, and make the most of it.' I look forward to seeing the woman that she becomes in the future."

Taking her parents advice, Janel decided to become a second-generation Sailor. She entered the Navy as a Hospital Corpsman initially and was assigned to Naval Medical Center San Diego, California, and then Branch Health Clinic Iwakuni, Japan. While on her first ship, USS Iwo Jima (LHD 7), she decided she wanted to expand her professional experience so she cross-rated to become a Gunner's Mate. After completing her tour onboard USS Iwo Jima, she decided that she would take on the awesome responsibility of recruiting young Sailors coming into the military. She reported to Navy Talent Acquisition Group (NTAG) Pittsburgh and is currently a recruiter at Navy Recruiting Station Chambersburg.

Tiffany Thomas, Harrisburg Havoc owner, is thrilled to have Janel on her team.



◀ PITTSBURGH – Gunner's Mate 2nd Class Janel Wesley, a recruiter assigned to Navy Talent Acquisition Group (NTAG) Pittsburgh, and team captain for the Harrisburg Havoc, stands on the sideline during a football game versus the New Hampshire Rebellion. Wesley plays running back and defensive end for the a team in the Women's Football Alliance. NTAG Pittsburgh, part of Navy Recruiting Command, recruits the next generation of Sailors throughout areas in Pennsylvania, New York, West Virginia and Maryland. (U.S. Navy photo by Mass Communication Specialist 1st Class Benjamin Dobbs/Released)



"Janel's amazing," Tiffany said. "She's a team leader. She gets the girls going and no matter what we ask of her, she's willing to go above and beyond, and she's a great mentor to the young ladies. She really has brought something great to this team."

Jeff "Coach Unc" Thomas is in his first year as head coach of the Havoc and appreciates how Janel, though new to the team, demonstrates leadership on the field.

"I met Janel when she came down here for a practice, and she fit in with the family perfectly," Jeff said. "I just watched her grow and watched her command presence with all the players during the drills. I could tell she was in the military just because of the way she handled herself, her situational awareness and her command presence. It was a no-brainer for me to make her a captain of this team, and that's not normal for a first-year player with the Havoc. She's one of the leaders of this team and I don't know where we'd be without her."

Janel has her eyes set on a successful season and winning the league championship July 10, at the Tom Benson Hall of Fame Stadium in Canton, Ohio.

"I'm just happy I can still represent the Navy and do what I love," Janel said. "That's big especially with recruiting. We know everybody is busy, but my team is very patient because they know I'm working and trying to get Sailors in the Navy. I even have some of them thinking about joining, so we will see what happens in the future."

NTAG Pittsburgh, part of Navy Recruiting Command, recruits the next generation of Sailors throughout areas in Pennsylvania, New York, West Virginia, and Maryland.

▲ PITTSBURGH – Gunner's Mate 2nd Class Janel Wesley, a recruiter assigned to Navy Talent Acquisition Group (NTAG) Pittsburgh, and team captain for the Harrisburg Havoc, runs the ball during a football game versus the New Hampshire Rebellion. Wesley plays running back and defensive end for the team in the Women's Football Alliance. NTAG Pittsburgh, part of Navy Recruiting Command, recruits the next generation of Sailors throughout areas in Pennsylvania, New York, West Virginia and Maryland. (U.S. Navy photo by Mass Communication Specialist 1st Class Benjamin Dobbs/Released)



Twin Sisters Join Navy Together

Story and photos by Chief Mass Communication Specialist Jessica Vargas,
Navy Talent Acquisition Group Pacific Northwest Public Affairs



◀ EVERETT, Wash. – Twin sisters Karina and Citlali Carmona Perusquia joined the United States Navy together and will depart for Recruit Training Command, Great Lakes, Illinois together on July 25. Navy Talent Acquisition Group Pacific Northwest oversees Navy recruiting efforts in the states of Alaska, Idaho, Montana and Washington.

EVERETT, Wash. (May 19, 2023) – When it came time to decide what the next step after high school graduation was going to be, 17-year-old fraternal twin sisters Karina and Citlali Carmona Perusquia had different ideas on what that next journey would be.

Karina had always been intrigued by the military and Citlali knew she wanted to go to college and possibly become a doctor one day.

"When I started high school I learned about the JROTC program and I always wanted to join but I wasn't allowed because my dad didn't think that women should join the military," said Karina. "Despite what my father thought, I was still very vocal to my mother about wanting to join the military. I loved the uniforms and for me the military represented structure and the opportunity to travel and help people."

"It was a bit different for me because I didn't really know what I wanted to do with my life," said Citlali. "The one thing I knew for sure is that I was going to college and I'm going to become a doctor or something along those lines but I wasn't sure how I was going to pay for it. After spending so much time listening to my sister Karina talk about the military, she actually convinced me that it wasn't such a bad idea because the military could help me pay for my dream of going to college."

Now that they settled on joining the military the next step was deciding which branch. Karina wanted to join the Army and Citlali wanted to join the Air Force. That all changed one day when they walked in to school and the

very first thing they saw were two women Navy recruiters.

"It was like a sign from God," said Karina.

After spending some time talking with Chief Navy Counselor Amber Cooke and 1st Class Maroua Gottih, recruiters assigned to Navy Recruiting Station Everett, the twin sisters were convinced the Navy was the only way to go.

"Seeing two very inspiring women in their uniforms taking time to talk with us at school and teach what the Navy has to offer really meant a lot," said Karina.

"It was awe inspiring," said Citlali. "I wasn't really convinced about the Navy before that day but seeing and talking to those recruiters made me want to be just like them."

"That day we walked home very excited to tell our mother what the Navy had to offer," said Karina. "My mother was a little skeptical at first but after one phone call with Petty Officer Gottih, we had her full support."

Once they had their mother's support to join the military, the sisters were excited about the journey ahead.

"I know this isn't going to be easy but I want us to do this for ourselves and to prove women can do anything they want," said Karina.

After graduating from Kamiak High School in June, Karina and Citlali will ship to Recruit Training Command together on July 25.



EVERETT, Wash.– Twin sisters Karina and Citlali Carmona Perusquia joined the United States Navy together and will depart for Recruit Training Command , Great Lakes, Illinois together on July 25. Navy Talent Acquisition Group Pacific Northwest oversees Navy recruiting efforts in the states of Alaska, Idaho, Montana and Washington. (U.S. Navy photo by Chief Mass Communication Specialist Jessica Vargas)

Both sisters feel fortunate that they can start this next adventure together.

"It gives me tons of relief because I am going to boot camp with my best friend. We are each other's yin and yang," said Karina. "Being able to go with someone I love and admire and look up to makes me feel like I can conquer anything with her by my side."

Upon completion of boot camp, Karina will attend Aviation Ordnancemen "A" school and Citlali will attend Intelligence Specialist "A" school.

Navy Talent Acquisition Group Pacific Northwest's area of responsibility includes more than 34 Navy Recruiting Stations and Navy Officer Recruiting Stations throughout Washington, Idaho, Montana and Alaska.

Navy Recruiting Command consists of a command headquarters, two Navy Recruiting Regions 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.



Every Sailor a Recruiter: Turning Experiences into Opportunities

Story by Mass Communication Specialist 1st Class Jose Madrigal,
Navy Recruiting Command Public Affairs

MILLINGTON, Tenn. - Every Sailor is a recruiter even if they don't know it. Every sea story a Sailor shares with people outside the Navy presents an opportunity to influence their opinion and build awareness.

The goal of Navy Recruiting Command's Every Sailor a Recruiter program is to incentivize Sailors, who are not on recruiting duty, to refer candidates to the Navy for recruitment. If the person referred joins the Navy, the referring Sailor earns a Flag Letter of Commendation (FLOC), which also counts as a point toward advancement. Every Sailor is an ambassador for the Navy and their stories and experiences hold weight and influence within their social circles. This influence could be the reason someone chooses military service.

Prior to enlisting, Hospital Corpsman 3rd Class Colin Roache had his family encourage and reinforce his decision to join the Navy the same way he is currently doing for others.

Roache knew he wanted the education benefits the Navy offers, but it was the experiences of his retired aunt and uncle, as well as his active-duty sister who gave him the final push.

"I decided to join the Navy mainly because of the education benefits of the G.I. Bill," said Roache. "I was fresh out of high school and could not afford to pay for college. My Navy-retired aunt and uncle and active-duty older sister all served as a positive reinforcement to support my decision to join the Navy. After seeing how successful their lives and careers have become... I was convinced that joining the Navy was the best option for me."

Through accelerated programs in the Navy, as well as hard work and perseverance, Roache was meritoriously advanced to petty officer 3rd class within his first year of being a U.S. Navy Sailor. He also took advantage of the VA home loan program and purchased his first home at 21 years of age.

If that wasn't enough, Roache also turned his experiences at boot camp, "A" school and "C" school into college credits and received his associate degree in health science/health administration from American Military University within two years of being in the Navy.

Roache's successes in his short time in the Navy has reinforced the notion that joining the Navy was absolutely the right choice. He feels so adamantly about it, that he even encourages others to do so by simply sharing his story.

"I helped two good friends from high school join the Navy," said Roache. "Neither thought that the Navy lifestyle was for them. However, after seeing how the Navy positively impacted my life, they both decided that it would make a

positive impact on their lives also. A piece of advice I gave to them was to take advantage of the education benefits such as the Navy tuition assistance program when eligible and attend college as soon as possible. A college education is still good to have and having a degree will go towards points on their advancement."

In addition to helping out friends join the Navy and improve their situations, he is also helping progress his career.





Hospital Corpsman 3rd Class Roache presents arms.
(Courtesy photo by Hospital Corpsman Colin Roache)

test and GED preparation. I genuinely like helping people and I'm constantly telling people about the Navy and the process they would go through to join. In such a short period of time, the Navy changed my life! I would love for others to have a similar experience. So, for Sailors like myself, Every Sailor a Recruiter program is used to show appreciation to us for being ambassadors for the Navy in our spare time."

For more information on the program, visit NAVADMIN 290/22 or text FLOC to 764764.

Navy Recruiting Command consists of a command headquarters, two Navy Recruiting Regions 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.



"After referring my two close friends to join the world's greatest Navy, I was awarded a Flag Letter of Commendation from Rear Admiral Walker," said Roache. "The Flag Letter of Commendation is worth one point on my advancement exam for petty officer second class."

Sailors like Roache are both helping themselves and the Navy by sharing genuine and real experiences to their friends and family and then bringing in quality and hungry future Sailors.

"I commend Petty Officer Roache for both his outstanding service and for helping bring in future Sailors to our Navy," said Rear Adm. Alexis "Lex" Walker, Commander, Navy Recruiting Command. "Through the Every Sailor a Recruiter program, we are empowering Sailors like Roache to help bring us closer to meeting our recruiting goal, which provides critical manpower to the fleet."

Before FLOCs were awarded for helping bring in new Sailors, Roache was already sharing his experiences with his local community.

"Prior to this program being created, I aided others in their process to join the Navy," said Roache. "I assisted with Armed Services Vocational Aptitude Battery (ASVAB) preparations at Blue Cypress Park Community center in Jacksonville, Florida. At this community center, I aided adults, teenagers and children to prepare for the ASVAB

From Vietnam to the Wardroom: A Vietnamese-American Sailor's Story

Story by Mass Communication Specialist 1st Class Jeanette Mullinax,
Chief of Naval Personnel Public Affairs



ARLINGTON, Va. (May 24, 2023) – Ten years since immigrating from Vietnam, eight years as a U.S. Navy Sailor, and three goals to reach – Retail Specialist 2nd Class Thuy Nguyen has made the most out of an unexpected journey, while at the same time opening the door for many others to do the same.

Nguyen, who was recently selected to commission as a naval Supply Corps officer, joined the Navy from Wichita, Kansas, at 19 - but that's not where his story began.

Ten Years

It began with a letter from the U.S. Embassy in Vietnam. It was the summer of 2013; he was 17 years old and living with his parents in Ho Chi Minh City.

"I remember the day we received the letter from the embassy," said Nguyen. "I was thinking, 'What's happening? Are we leaving?' I realized this was something big. Everything happened so fast after getting that letter."

That letter was an approved immigrant petition for Nguyen and his parents, and it allowed them to apply for residency

in the United States. Receiving that letter was the result of an immigration request initiated in 2001 by Nguyen's uncle and aunt who lived in the U.S.

"My uncle, who was a pilot, sponsored my family when I was 5 years old. The process took 12 years to complete," Nguyen said.

Determined to provide their children with greater opportunities, Nguyen's parents completed the visa process as fast as they could, and by October, 2013, the Nguyens were standing in Wichita as official residents of the United States.

Eight Years

"When I came to the U.S., I had to re-do my senior year twice," Nguyen said. "In Vietnam, I was supposed to graduate in 2014, but when I started school in the states, I couldn't graduate until 2015 because of the different course requirements."

At the age of 17, Nguyen had to learn a second language and adopt a new culture, while looking toward an uncertain future. But through his school's English as a Second Language program, and with the help of his friends, Nguyen went from knowing little about the language to passing his AP English literature class before graduation.

During his senior year, he also worked at a lounge and a fast-food restaurant. While Nguyen could not see a future in these minimum wage jobs, he knew he could not afford college either. Then, one day one of his coworkers said, "I'm going to be a Seabee in the Navy."

"Navy recruiters happened to show up to my class that next week," Nguyen said. "I wrote my number down for them and the rest is history."

Nguyen signed up for the Navy before graduating from high school and arrived at boot camp in December, 2015. After eight intense weeks, not only was he a Sailor, but also a naturalized American citizen.

Three Goals

Despite not knowing much about the Navy, Nguyen was not unfamiliar with the risks and sacrifices that come with serving in the military.

Two generations of his family prior to him had served in the Republic of Vietnam Military Forces, who fought against the Viet Cong alongside the United States during the Vietnam War.

Nguyen's grandfather retired as an infantry Master Sergeant in the country's Army, while his three uncles served as officers: one as a pilot in the South Vietnam Air Force and two in the Army infantry. One was killed in action during the war.

After the fall of Saigon in 1975, Nguyen's surviving uncles were sent to re-education camps. Because of their military service, they endured years in these prison camps operated by the Communist government of Vietnam. Both of his surviving uncles were eventually released from their camps, and later immigrated to the U.S. and Canada during the 1990s.

The values and sacrifices of his lineage instilled in Nguyen an enduring sense of gratitude and duty. Nguyen said that when he decided to carry on the family tradition of service, it was to give back to the country that had given his family freedom and opportunity.

To write his own narrative as a Vietnamese American immigrant, Nguyen also knew that he needed to achieve three goals while in the Navy: citizenship, money for college and financial independence.

Over the past eight years, Nguyen has attained all three. In 2022, he received his Bachelor of Science in Retailing and Consumer Science from the University of Houston – using tuition assistance and his Post-9/11 GI Bill to complete courses in his off-duty time.

"I wanted it so bad, I just pushed myself as hard as I could," Nguyen said.

In February of 2023, his hard work paid off again. Nguyen received his official notice that he was accepted to attend Navy Officer Candidate School, putting him on track to commission as a Supply Corps Officer – fulfilling a dream that he has worked toward since he was a young E-2.

"When I joined the Navy, I saw so many benefits and so many opportunities. I just decided to go for them," Nguyen said.

Opening the Door for Others

"My goal is to make the same impact on Sailors as my leaders and shipmates have done to me. That includes developing Sailors toward their personal and professional goals," Nguyen said.

Since arriving at NTAG Houston, Nguyen has welcomed 47 individuals into the Navy. Through his own story and work, he has been able to open the same door of opportunities for others, many like himself with Vietnamese roots.

"I reached out to the Vietnamese community in my area and advocated for the Navy because I was able to relate my story to theirs," he said.

"I have a Sailor who received a NAM within his first month onboard; another Sailor who was recognized by a flag officer within his first six months in the Navy; others who were recognized at basic training, A-school, et cetera – this is how I know I am positively impacting our Navy," Nguyen said. "As I leave recruiting, I can put a big smile on my face because I know the Sailors I've put in will make the Navy a better place."

As Nguyen prepares for OCS and his time as a recruiter comes to an end, he continues to coach and mentor the Sailors he's helped join the service. He said his greatest reward as a recruiter has been seeing his recruits come back to visit him in uniform. Many thank him for changing their lives.

Nguyen closed out fiscal year 2022 as one of the Top Five Recruiters at NTAG Houston, and received numerous region and district awards.

Just in ten years, Nguyen has overcome challenges that most Americans will never have to face. He has put in the work, demonstrating gratitude and commitment at each level, and chooses to continue paying it forward to the next generation of Sailors.



WWII Veteran Honored

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



DENVER – Charles Grant talks about a picture of him and his brother, who also served in the Army Air Corps.

DENVER (May 2, 2023) – Many of us today have read in our history books about men and women changing the world. On Wednesday, April 19, Navy Talent Acquisition Group (NTAG) Rocky Mountain members met a man who helped make that history.

Charles Grant II, known by friends and family as “Charlie,” is a 97-year-old World War II Navy Veteran. Grant was being recognized by We Honor Veterans, a program of the Hospice and Palliative Care Organization. Grant, who enlisted at age 17, joined the Navy because all his classmates were also joining the service for the war effort.

“I joined the Navy because I didn’t want to be in a foxhole,” said Grant jokingly.

Grant was awarded a certificate recognizing his naval service. Grant was also presented a challenge coin from the Chief Petty Officers of NTAG Rocky Mountain by Chief Hospital Corpsman Dane Adams. After the ceremony, Grant reflected on his years of service and how he used his G.I. Bill to attend college and receive an MBA. His college degree would ultimately allow him to be hired at Martin Marietta, known now as Lockheed Martin. This allowed Grant to participate in and work on historic NASA

projects including Project Apollo and Project Viking.

Grant concluded the visit with thoughts and advice speaking highly of his time in the service, ports of call, and days at sea aboard a ship. Grant continued to speak highly about officers and senior enlisted on how they know how to take care of their people as he congratulated Lt. Wallace on her next position.

“Charlie, we are your legacy. All the Sailors you trained, that knowledge continues to be passed down today. Thank you,” said Chief Hospital Corpsman Jason Bush.

“Knowing there was an officer and sailors coming seemed to bring years of energy back to him,” said Grant’s daughter Kathleen Runyan.

Signalman 1st Class Charles Grant completed his enlistment after four years of serving onboard the oiler USS Kennebec (AO-36).

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.

Q4 // 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@vmljr.com.

Q3 // HIGHLIGHTS

NATIONAL MEDIA



MARCH MADNESS

The Navy made a big splash during the NCAA Men's Basketball March Madness Tournament by saturating YouTube on the two days the Final Four games were played (April 1 and 3). Anyone who visited YouTube on those days was served a Navy ad in a high-impact video display via our CTV masthead takeover.



HULU TAKEOVER

The Navy executed a premier placement on Hulu during Armed Forces Week in May, which included a national takeover on May 13. Visitors to Hulu that day were presented with a Navy message as their first ad experience, including a custom, Navy-branded slate ahead of our video announcing the Navy as the co-sponsor. The campaign provided a huge awareness boost for the Navy on this highly engaging platform.

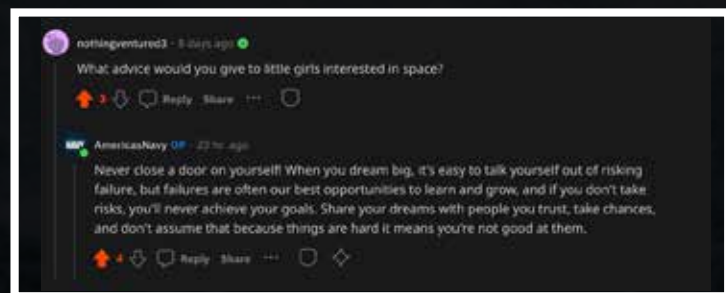
SOCIAL MEDIA

REDDIT AMA WITH LCDR KAYLA BARRON, NASA ASTRONAUT

In Q3, we hosted a Reddit "Ask Me Anything" (AMA) featuring former Submarine Warfare

Officer and current NASA Astronaut LCDR Kayla Barron. The AMA took place on May 4, a popular day for Redditors, and was one of our most successful activations to date, prompting a range of questions about NASA and Kayla's Navy journey.

Check out the entire Reddit AMA by searching [u/AmericasNavy](#).



Q3 // HIGHLIGHTS

SOCIAL MEDIA



CYBER INVADERS SNAP LENS

In Q3, we launched our Cyber Invaders Snap Lens, which allows players to assume the role of a Navy Cryptologic Technician and defend against a cyber attack. To experience the Snap Lens, scan the Snapcode in the Snapchat app.



CELEBRATE GRADUATION 2023

We celebrated 2023 future Sailor graduates by highlighting them in our Instagram Stories. We also provided post-graduate advice to future Sailors through our Instagram Reels series with NC1 Veronica Scott. And we launched a new Giphy sticker pack featuring five new Navy stickers to use across social media.

You can find the new sticker pack on Giphy.com or by searching "America's Navy" on Instagram, while using the story feature.

Have an idea to feature something on our social media platforms? Want to learn more about how you can leverage our national social media content at the local level? Email us at navypartnership@vmlyr.com.

DIVERSITY



APRIL

- National College Resource Foundation Black Expo-Chicago (NTAG Great Lakes)
- NPD Detroit (NTAG Heartland)

MAY

- NPD Newark (NTAG Empire State)

Q3 // HIGHLIGHTS

EVENTS & CONVENTIONS

APRIL

- National School Boards Association (NSBA) Annual Conference (NTAG Jacksonville)
- AORN Global Surgical Conference and Expo (NTAG Red River Valley)
- National Student Nurses Association (NTAG Nashville)
- DECA International Career Development (ICDC) Conference (NTAG Jacksonville)
- American Association of Neurological Surgeons (NTAG Pacific)
- American Association of Colleges of Osteopathic Medicine (AACOM) (NTAG New England)
- Kansas City High Schools (NTAG Mid America)
- VEX Worlds (NTAG Red River)
- Invention Convention (NTAG Heartland)



MAY

- Wings Over South Texas (NTAG San Antonio)
- Indianapolis 500 (NTAG Heartland)
- Scott AFB Air Show (NTAG Mid America)
- Destination Imagination (NTAG Mid America)
- American Association for Thoracic Surgery (NTAG Richmond)
- American Thoracic Society (NTAG Golden Gate)



JUNE

- FanExpo Philadelphia (NTAG Philadelphia)
- CMA Fest (NTAG Nashville)
- FanExpo Dallas (NTAG Red River)
- Great TN Air Show (NTAG Nashville)
- Cardinals Gateway (NTAG Mid America)
- Columbus Air Show (NTAG Ohio River Valley)
- New York Air Show (NTAG New England)
- Tinker AFB Air Show (NTAG Red River)
- FanExpo Denver (NTAG Rocky Mountain)

Q4 // LOOK AHEAD

NATIONAL MEDIA

FIFA WOMEN'S WORLD CUP

The U.S. Women's National Soccer Team is back to defend its World Cup Title for a third time in a row. This year's tournament is being hosted in Australia and New Zealand, which means the live games will be aired at odd hours for U.S. viewers. To match up with our audience's anticipated viewing times, the Navy will surround the coverage through a sponsorship with ESPN, including exclusive access to the USWNT Camp Reports throughout the tournament. Those seeking out Women's World Cup content on ESPN are sure to see Navy messages.



NFL SUNDAY TICKET

For the first time ever, NFL's Sunday Ticket package has moved from its exclusive partnership with DirecTV and onto YouTubeTV's platform. The Navy is one of the first advertisers to lock into the new advertising inventory. Those watching their favorite NFL games this September will see our Navy ads during the action. The Navy also will have takeovers with popular YouTube Sports Creators, including Pat McAfee and the Kelce Brothers.



SAILOR VS.

The Navy's popular series, which pits actual Sailors against popular YouTube creators, is back for season three. The new season will include media support across a variety of partners and channels, including YouTube, Hulu, Snapchat, and Reddit, among others.

Q4 // LOOK AHEAD

SOCIAL MEDIA

BACK TO SCHOOL

In Q4, we will launch multiple campaigns during the back-to-school season. These campaigns will seek to educate potential recruits about the adventure that comes with a Navy career. We will emphasize to our followers that back-to-school doesn't have to refer to a typical classroom setting. If they choose a Navy career, their classroom could be anywhere in the world.

STEM

STEM will be a big emphasis this quarter as we position ourselves as the STEM military branch. We will highlight STEM-specific jobs in the Navy with carousel, Reel (video), and story posts on all our channels. Additionally, we will release a STEM-focused sticker pack on Giphy.

HISPANIC HERITAGE MONTH

We will celebrate Hispanic Heritage Month (Sept. 15 – Oct. 15) across all our social media channels, highlighting past and present Hispanic Sailors and their Navy accomplishments.



Have an idea to feature something on our social media platforms? Want to learn more about how you can leverage our national social media content at the local level? Email us at navypartnership@vmlyr.com.

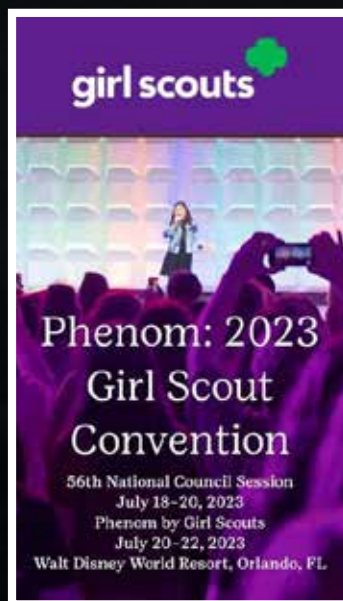
EVENTS & CONVENTIONS

In Q4, 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 will make appearances at several events, as well as the U.S. Navy Fitness Challenge and 360 Photobooth. What follows is the current lineup of conventions and events:

JULY

- Girl Scouts Convention (NTAG Jacksonville)
- Boy Scout Jamboree (NTAG Ohio River Valley)

NOTE: We are seeking current Sailors, who are former Boy Scouts and Girl Scouts, to participate in our activations at the upcoming Girl Scouts Convention and Boy Scout Jamboree. If you are interested, please contact Harrison Lampley at Harrison.Lampley@vmlyr.com.



Q4 // LOOK AHEAD

AUGUST

- Seattle SeaFair
(NTAG Pacific Northwest)
- FanExpo Boston
(NTAG New England)
- FanExpo Chicago
(NTAG Great Lakes)
- Yellowstone Air Show
(NTAG Rocky Mountain)
- Iowa State Fair
(NTAG Northern Plains)
- Minnesota State Fair
(NTAG Northern Plains)

SEPTEMBER

- NAS Oceana Air Show
(NTAG Carolina)
- Oregon Air Show
(NTAG Portland)

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 Q4, we will focus on reviewing past performance and developing new opportunities for upcoming Navy Promotional Days (NPDs), Affinity Partner events, and HBCU activations, which will resume in September 2023. NRC also will re-engage current Divine Nine Ambassadors and provide outreach to increase awareness and opportunity.

In addition to NPDs, there are other Diversity events scheduled in Q4:

SEPTEMBER

- Society of Hispanic Professional Engineers (SHPE) National Conference
(NTAG Rocky Mountain)
- National College Resource Foundation (NCRF) Black Expo (NTAG Empire State and NTAG Heartland)



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



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