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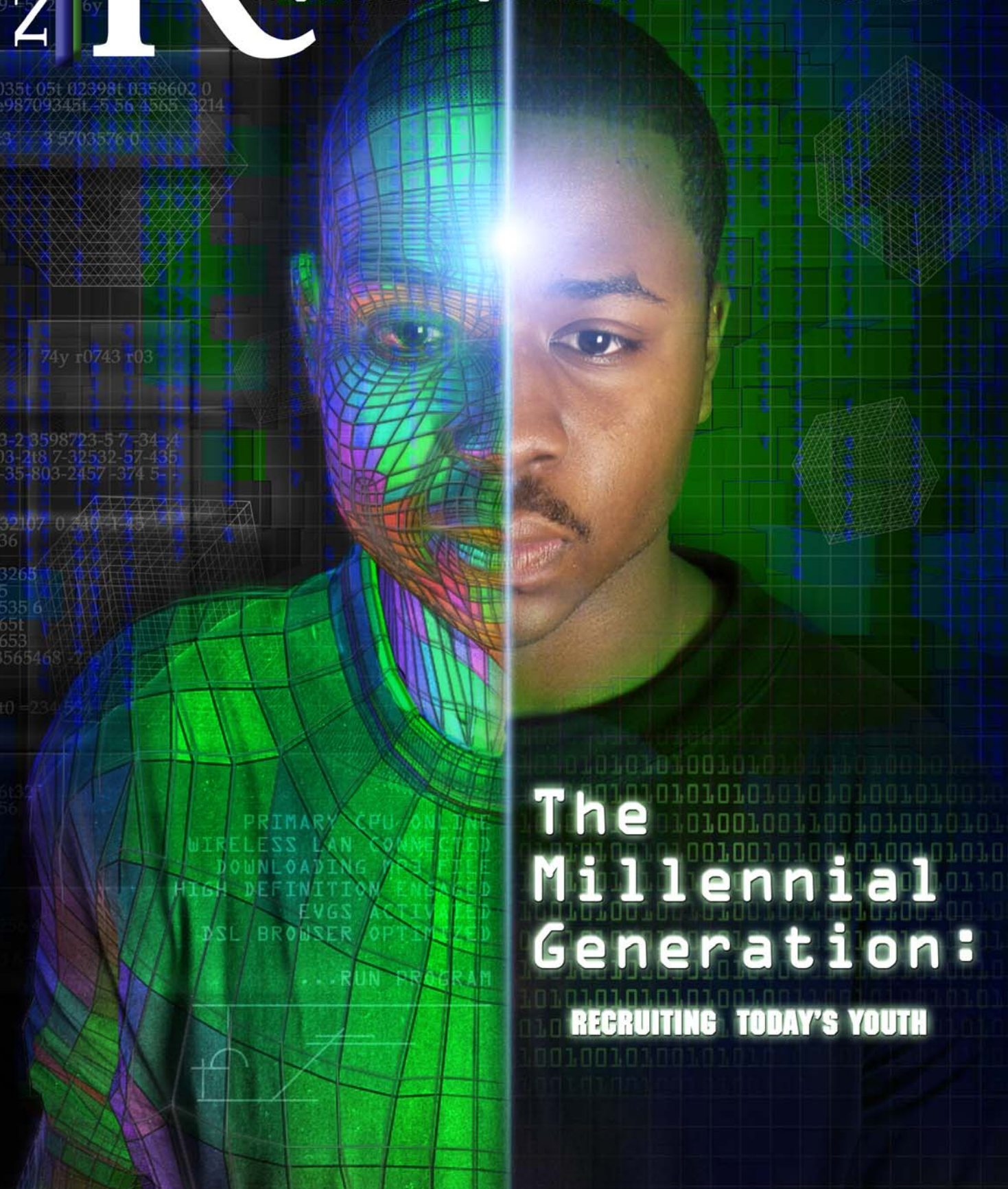
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NAVY RECRUITER

Magazine for Navy Recruiters

June 2004



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The Millennial Generation:

RECRUITING TODAY'S YOUTH

NAVY RECRUITER



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Recruiting the Millennial Generation

June brings with it the close of the third quarter of fiscal year 2004. Schools are wrapping up classes, and many in our target market are busy making plans for the future. A few students are taking classes to give them an edge when they begin college in the fall, while some are searching for summer or part-time jobs to help them pay for fall classes. Still others are seeking full-time employment in the hopes of beginning their working careers. Throughout the country, young men and women are contemplating critical decisions about their future.

Campbell-Ewald, our advertising agency, recently completed a study about marketplace trends and their impact on today's young people, the generation known as the Millennials. Analyses from that study reflect a generation of young men and women very different from those that comprised Generation X or the Baby Boomers. In general, those results indicate that the Millennial Generation is optimistic, patriotic, and places a high value on diversity of thought and experiences. Learning about our target audience and how to market to their

interests is one more way to better understand what today's young men and women expect in the recruiting experience. Be sure to read the article, "Millennials a Recruiter's Guide," on page 8, of this issue for additional details about the Campbell-Ewald study.

The way we in recruiting view our nation's pool of potential recruits has evolved considerably since the all-volunteer force (AVF) was established in June of 1973. During the early years of the AVF, our attitude reflected to a large degree what former Secretary of the Navy Danzig called a "conscription mentality." There seemed to be an unlimited population from which we could draw, and we operated as though we could easily recruit all the people we needed. Historically, that conscription mentality was reinforced by the nation's judicial system, which frequently offered military service as an alternative to serving jail time. The post-Cold War downsizing of the nation's military made it possible for recruiting to continue operating from a greater-supply-than-demand position.

Operating with that excess-of-supply mentality, however, meant that



Rear Adm. Jeffrey L. Fowler
Commander, Navy Recruiting Command

we were enlisting people irrespective of their capabilities. As a result, many of the individuals recruited were not well motivated and were not what the Navy needed. Many didn't want to be there, and the easy accessibility of potential recruits meant we could afford to lose and replace them with other young men and women.

By the mid-1990s, drawdown personnel strategies were failing to meet our nation's needs; and, in 1998, Navy recruiting missed its national accession goal. To meet the nation's emerging need for additional manpower, Navy recruiting soon engaged in what our CNO calls "a battle for people." We compete not just with our sister services, but with every corporation and industry in our country and often other countries as well. As recruiters know, the competition is quite fierce, especially for those young men and women who demonstrate exceptional talent.

We know that recruiting motivated, capable Sailors and Navy officers is more costly than enlisting a conscript or recruiting an unskilled laborer. Highly skilled, motivated, capable Sailors aren't free. The Navy also has learned that retaining those individuals after enlistment is essential

See FOWLER, page 4



Photo by NAS Pensacola Photo Lab
Rear Adm. Fowler attends the NROU Change of Command March 19. Pictured from left to right: NCCM Antoine Bolden, former CMC of NROU; Fowler, CAPT Paula Ricketts, former commanding officer of NROU; and CAPT Lauren Taulman, commanding officer, NROU.



FOWLER from page 3

because it costs more to replace them. Once the Navy has invested time, money, and training in these Sailors, it can't afford to have half the workforce arbitrarily separate from service during or after an initial enlistment.

Although recruiting goals are determined in part by our end strength numbers, current and future goals also are being driven by force structure changes, improved manning practices, increased use of technology, and a total force approach. For example, new ship designs require smaller but more skilled crews. The design of these ships and other platforms, some already deployed and others on the horizon, demand that we recruit the right people, in the right number, with the right set of skills or the aptitude to learn those skills, every time. Knowing that future manning requirements will be lower gives Navy recruiting an opportunity to focus increasingly on finding ever more talented young men and women to man the Navy of the future.

Without question, finding these talented young people means a change in the way we conduct the business of recruiting. Diversity recruiting for the officer corps is one example of where we need to alter our recruiting approach. The Navy wants the very best applicants across all races and ethnicities, and recruiters must put themselves in places where they can recruit the best. Currently, we're not adequately reaching minority populations on many college campuses. Yes, the number of minority students is disproportionately small compared to total college populations, but potential minority applicants for officer programs are out there. Recruiters must establish and then execute a plan

that reaches them.

Extremely talented young people, regardless of race and ethnicity, have expectations recruiters must meet to successfully engage those youngsters in seriously considering a career opportunity in the Navy. The most capable young people want to know they'll be given opportunities to advance in rank, knowledge, and skills; they want to know that when they work hard they'll be rewarded and recognized for their achievements; and they want to know that serving in the Navy will give them skills that will help them achieve their personal and professional goals. It is more a function of ability, rather than race or ethnicity, that makes talented young people pursue paths that challenge them to excel and reward them for their achievements.

Recruiting can no longer operate with an "abundant supply" mentality. Just throwing out your recruiting nets and then seeing what you've caught is the wrong approach. We

can't simply throw up our hands and say that identifying and recruiting the very best is too hard to do. One thing that the Navy offers very talented people much earlier in their careers than most corporations is plenty of responsibility. Assuming responsibilities develops leadership skills, and leadership is an intrinsic part of succeeding in today's economy. Whether their goals are owning and managing their own businesses or moving quickly up the corporate ladder in established companies, the most capable of

today's young people recognize the importance of leadership and responsibility. Our job as recruiters is to make them aware of the leadership opportunities the Navy has to offer. I'm confident that with the entire recruiting community devoting their energies and focusing attention on applicant quality, we'll man the Navy of the 21st century with Sailors and Navy officers who can lead their shipmates in times of war and peace. Our nation is counting on us. Keep persevering, shipmates.



Photo by JO1(SW) Joshua Hudson
Rear Adm. Fowler greets MM1(SW) Jon States, command vehicle coordinator, during his tour of headquarters NRD Pittsburgh. Fowler addressed the recruiters of the district about the future of recruiting.



Photo by JO1(NAC) Jason Penny
NCC Sharon Kinloch, Zone Six supervisor(left), and NCI Allan Galvin, NRRS Santa Monica's RINC, answer questions from Rear Adm. Fowler about NRRS Santa Monica's area of responsibility during his visit to California April 29. NRRS Santa Monica is one of several Reserve recruiting stations which will fall under the command of NRD Los Angeles when consolidation is complete.



Training DEPPers keeps future Navy strong

It's summer! We fill our calendars with vacations, get-togethers with family and friends, and lots of outdoor activities. Summer also brings the fourth and final quarter of this fiscal year, and we find ourselves in the thick of the "summer surge." Nearly 14,000 young men and women have a very significant event approaching: "Ship to Boot Camp."

Your production record this fiscal year is inspiring. Simply awesome! Never in the history of the all-volunteer force have we had so many shippers identified in advance.

As leaders, we are obligated to train and mentor our Sailors. Our DEPPers are the Navy's newest Sailors. With more days in DEP prior to shipping, we must maximize the use of this precious time to prepare them. As Admiral Fowler mentioned in his article on page 3, our Navy relies on the foundation of providing the right Sailors with the right skill sets at the right time and in the right quantity to meet our manpower needs.

Let's take a moment and look at the 'right skill sets' for a young man or woman reporting to RTC. We must prepare our DEPPers physically, mentally, and emotionally to transfer from our care to Recruit Training Command where they will be tested.

Our personal example of a healthy diet and regular exercise demonstrate the importance of physical fitness. When DEPPers join our team, we teach general orders, phonetic alphabet, rank and recognition and a number of other knowledge sets that are vital to their success. Our counsel and assurance regarding the emotions of separation from friends and family are necessary to build them up for the challenges they face as they leave their "comfort zone."

We demonstrate our mastery of the basics by wearing the uniform sharply, communicating in a professional manner at all times, and maintaining neat and orderly spaces and vehicles. The professional respect and trust we establish with our DEPPers open up lines of communication making it easier for them to bring their emotional concerns to us.

Our Sailors and DEPPers are our most precious resource. Train our DEPPers this summer. Family is priceless. Take a well-deserved vacation with your loved ones. In all you do this season, stay safe.

The battle for manpower is being won one future Sailor at a time. My proudest career moments involve the development of our people. Fair treatment, professional guidance and compassionate mentorship must be given to every person who volunteers to wear the cloth of our nation.



CNOCM(AW/SW) Evelyn Banks
CNO Directed Command Master Chief

Congratulations to all new Master Chiefs!

ABCM(AW/SW)
Amos Harvey
NRD Philadelphia

CTRCM(SW)
Patricia Roebuck
NRD San Antonio

FCCM(SW/AW)
Theodore Verschueren
NRD San Diego

PNCM(SW) Thomas Seith
NROU



Texas Navy recruiters accelerate with NASCAR

Story by JO2(SW)
Stephanie Soderlund
NRD Dallas

"I knew that I would have fun, but it completely surpassed my expectations," said PN1 (SW/AW) Mitchell Allen, NRD Dallas' Sailor of the Year. Allen was one of the few Sailors from his recruiting district who watched the O'Reilly 300 at Texas Motor Speedway April 3 with a view from the pits.

This was a first-time experience for Allen, and one he won't soon forget.

"Seeing firsthand how the team handled the car when it came to the pit was inspiring," said Allen. "The dedication, the team work, the camaraderie is comparable to that within the Navy."

The race also gave Texas Sailors a chance to meet a few celebrities. Country music recording artist, Billy Dean, and pro football Hall of Famer and co-owner of FitzBradshaw Racing, Terry Bradshaw, hung out with the Navy racecar crew at the track, greeting Sailors in the pits.

Earlier in the morning Terry Bradshaw and Casey Atwood, driver of the No.14 Navy "Accelerate your Life" Chevy Monte Carlo, made an appearance at the Navy display kiosk to attend three reenlistments and congratulate the Sailors on their decision to stay in the Navy.

"I was very surprised and excited," said Allen, describing the chance to meet Terry Bradshaw. Bradshaw happily autographed the

reenlistment certificates for the Sailors and stayed at the exhibit for photo opportunities with onlookers.

"My certificate is already in a frame and hanging on my wall at home," said Allen shortly after his race-weekend experience.

NC1 (SW) Louis Salvatore, RINC from NRS South Fort Worth, was another Sailor whose emotions were fueled by excitement. Salvatore was an honorary Navy pit crewmember for the race.

"It was the best stress reliever I've had since I started recruiting," said Salvatore.

"To feel and hear the engines up close

and to smell the hot rubber from the tires...well there are no words to describe it; it was just awesome!

"They took me on to their team and made me feel like part of the real

pit crew," explained Salvatore.

As an honorary pit crewmember, Salvatore got to experience hands-on what it felt like to work as an actual pit crewmember. His job was to supply fuel from the gas pump to the pit between stops.

"I've been to Texas Motor Speedway several times but never

got to get my hands in the heat of things like I did this past weekend," he said

On the Navy team's second pit stop, the crew's efforts, with Salvatore's help, allowed Atwood to move up six positions in the field.

Before finishing 21st in the O'Reilly 300, Atwood led for five laps in the race and ran as one of the fastest cars on the track for the majority of the race.

When asked what the best part of the race was, Salvatore said the whole thing.

"Hearing all the people thank us [Sailors], for our service to our country

and seeing our shipmates in uniform shaking hands and having their pictures taken with fans...well that made me feel very proud to be serving in the United States Navy."



Photo by PHC(NAO) Chris Desmond

NC1(SW) Louis Salvatore, RINC of NRS South Fort Worth, helps supply fuel from the gas pump to the pit as an honorary pit crew member for the No. 14 Navy "Accelerate your life" Chevrolet Monte Carlo race team during the O'Reilly 300 at Texas Motor Speedway April 3.

Upcoming NASCAR Events featuring the No. 14 Navy "Accelerate your life" Chevrolet Monte Carlo

5 June
12 June
19 June
27 June
2 July
10 July
24 July
31 July

Dover International Speedway
Nashville 300
Meijer 300
The Milwaukee Mile
Winn-Dixie 250
Twister 300
New England 200
Pikes Peak Int'l Raceway

Dover, Del.
Nashville, Tenn.
Sparta, Ky.
Milwaukee, Wis.
Daytona Beach, Fla.
Chicago, Ill.
Louden, N.H.
Colorado Springs, Colo.

NRD Phoenix develops advanced recruiter training program

Story by JO1(SCW)
Andrew Scharnhorst
NRD Phoenix

Success is always a fine thing, but any successful businessman will tell you there's always room for improvement.

That's why, despite coming off its best year ever, NRD Phoenix came up with a program called ART – Advanced Recruiter Training.

“Advanced Recruiter Training is a program developed largely because of the *need* for a training program,” said NCC Michael Weatherly, NRD Phoenix's training chief. “We developed a program that will help manage turnover within the district from recruiter to recruiter.”

The Enlisted Navy Recruiter Orientation (ENRO) course taught at NROU in Pensacola, Fla., gives Sailors their first taste of recruiting and what it's all about. The school also does follow-up training and training-assist visits, which are designed to help the districts more effectively manage themselves. But training shouldn't



Photo by JO1(SCW) Andrew Scharnhorst

NCCS Patrick Anders, Zone Supervisor of Phoenix's East Valley Zone, imparts some wisdom during the Advanced Training Course designed by NRD Phoenix.

end there, Weatherly said.

“Knowing that NROU is exactly what the name says it is – an orientation unit – we felt the need to bring in both new and experienced recruiters to further train them and give them a broader road to success,” he explained.

Up to a dozen recruiters at a time, from stations all over Arizona and New Mexico, attend the two-day course at the district's third-floor headquarters in downtown Phoenix. Using oral and visual presentations,

“The best part of the course was the interaction with the other recruiters in the class, and getting their points of view.”

the instructor covers all the systems of recruiting. Labs, class presentations and practical application exercises round out the curriculum.

“It's very helpful in teaching the practical aspects of Professional Selling Skills (PSS),” said STG1(SW) Victor Meza Jr., a recruiter at NRS Metro Center in Phoenix. “ENRO helped teach the basics, but we used fake companies and scenarios where the advanced PSS training is more practical.”

The objective is to get more in-depth with the systems of recruiting so the recruiters understand how to use those systems, and overcome that enemy called time, to more effectively make goal. Those



Photo by JO1(SCW) Andrew Scharnhorst

Up to a dozen recruiters from all over Arizona and New Mexico attend the two-day Advanced Recruiter Training course designed by NRD Phoenix.

recruiting systems are Enlisted Recruiting Production Management System, prospecting, presentations, PSS, school canvassing, the running of School of Area Responsibility (SOAR) and Quality of Life (taking care of the family).

“In recruiting, on-the-job training is probably the most common type of training we do,” Weatherly said. “During the class, we begin with basic methods in accordance with

the Recruiting Leadership and Management Manual, working our way up to more advanced techniques.”

“The best part of the course was the interaction with the other recruiters in the class, and getting their points of view,” said SW2(SCW) Ray Scroggins, the RINC at NRS Tempe, Ariz.

When recruiters finish the course, Weatherly added, “they should have a better understanding of our systems, why we have them, and how those systems work to their advantage.” Recruiters go back to the field with better, more helpful knowledge, which has been demonstrated during recruiter development boards and qualification boards – and has increased their own production by 40 percent.

Millennials: A RECRUITER'S GUIDE

Story by JO2 Chris Conklin
CNRC

**Who are they?
This is a simple enough question, but to many across the nation the answer to this seemingly easy question is a mystery when it comes to the American generation coming of age known as Millennials.**

Millennials comprises toddlers, elementary-aged children, pre-teens, high schoolers and college-age kids with the oldest of the generation sprinting out of their college graduation commencement ceremonies this year ready to meet the world.

Cocky, ambitious and an estimated 76 million strong, even the younger constituents of this Millennial generation have savvy that far exceeds the knowledge of their Baby-boomer parents in their youth.

These children and young adults have the wisdom to make

decisions for which the previous generations only read about in science-fiction books and magazines. Millennials have been plugged into a tech-savvy lifestyle practically since birth and their abilities have only increased as they have and are getting older.

But the measure of this generation does not stop at their arrogance of having advanced technical knowledge. They are the boldest clutch in society's memory; bold enough to even break from the mold of the adult, straight-line thinkers and choose a label that frees them from under the shadow of the forerunning Generation X. Formerly known as Generation Y or Echo Boomers, this young faction of society had the zeal to be known as something different, an eagerness which has been described by, then 18-year-old Lesley Milner in Neil Howe and William Strauss' year 2000 book *Millennials Rising*.

"...Well, this is Generation X, so why don't we call the next one Generation Y? Or there the children of Boomers so we can just call them Echo Boom. Neither of these two names say anything unique about our generation. They say who we follow, but nothing about who we are."

Who they are!

The Millennials are by natural selection due to their age the obvious choice of the military to be in the target market for recruitment into the

armed services. However, there is still the need for military recruiting to know what makes this generation so different from the earlier Generation

"Need to find more excitement and sensation in life"



X and the Baby Boomers (the parents of this Millennial Generation).

How does the Military and the Navy in particular reach this generation of young people? Well, the Navy and their advertising agency, Campbell-Ewald(CE) have spent time and money to try to understand just what makes this generation tick and determine what is the common thread that runs through the heart of the Millennial persona. To their pleasure, the ideals of this generation makes the sea service confident that it is definitely more than able both mentally and morally to operate the Navy of the future.

Who are they?

Through the research done by the CE, the Navy has been able to form a clearer image of just whom this generation consists of. This is a generation of patriots, diversity and people of ethical grit. Millennials are a confident bunch and optimism is not just a word to them it is veracity.

"They have high ideals," said Arthur Mitchell, Campbell-Ewald's Executive Vice President of Strategic Planning. "Millennials want to be involved in something important and they want to achieve their goals quickly," he said.

Seventy-nine percent of Millennials polled by CE consider themselves as patriotic, and 95 percent believe they will achieve their



goals, while 87 percent say they are optimistic about their future.

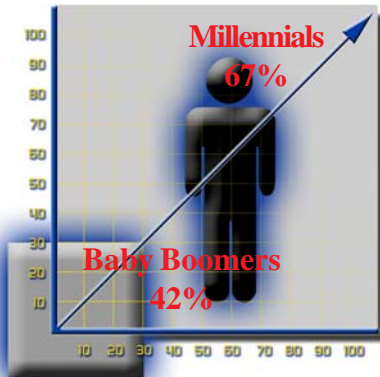
This generation is also more in touch with parents than they have been in the recent past. Parents and children now share tough decision making. Ninety-nine percent of youth today, according to CE, trust their parents and the number of 9 to 17-year olds who discuss important family decisions with their parents is up from 53 percent to 63 percent from 2001. These numbers support a growing dialogue between the youth and parents and are requiring the parent to be invited into the decision making process of their sons and daughters entering the military.

“It is always a good idea for Navy recruiters to bring in the family on this life-changing decision. A smart recruiter will allow the parent to be part of the recruiting process from the beginning,” said NCCM(SW) Arlen Bronkema, Navy Recruiting Command’s National Chief Recruiter. “As the relationship with parents and this new generation becomes closer and closer, recruiters will have to increase the effort of not only selling the Navy to the applicant, but also sell the Navy to their parents.”

Millennials are individualistic. This is a challenge for the Navy recruiter. The one-size-fits-all mentality may be discouraging to the Millennial, but Millennials have a trait to which the Navy recruiter can appeal. Uniqueness doesn’t mean isolation from the crowd. Millennials have a want to be in a group, a unique group. According to Yankelovich Youth Monitor, “Lifestyle and ethnic diversity have set the stage for today’s brand of pluralism.”

Diversity is pre-arranged with Millennials. One in three in this generation is a race other than caucasian. The opportunity for the Navy recruiter is to show his applicant how the Navy offers a unique lifestyle that not just anyone is privileged to experience. This chance to be set apart from the crowd is more than likely enough to attract an applicant to the Navy.

“Prefer ‘new and exciting’ Vs. ‘familiar and comfortable’”



A recruiter’s point of view of recruiting the Millennial Generation

Story by JOC Kelly Firebaugh
NRD St. Louis

“They are a lot smarter.”

That’s the opinion of Petty Officer Donald Magill of the NRS in St. Peters, Mo., when it comes to the possible applicants he meets.

“There’s no doubt about it. They’re intelligent and they have street smarts I would never have dreamed about when I was their age,” he continued. “Most of them are interested in the tech jobs and they have the brainpower and common sense to back it up. Basically, their scholastic background, the programs and school structures, is completely different than what I grew up with”

With today’s applicant coming from “Generation Y” or Millennials, Magill has used almost all of his two and a half years of recruiting learning to interact, and to change that interaction on a daily basis depending on to whom he’s talking.

“Most of these kids come in already knowing what they want,” he explained. “Most of them have already got a goal in mind, be it financial, security for a family, school, or anything else. And with the Internet, they have already looked up all kinds of information so they walk in already knowing half of what I have to tell them and a lot of stuff that is totally wrong.”

With all of the knowledge and technology comes a bad point, too.

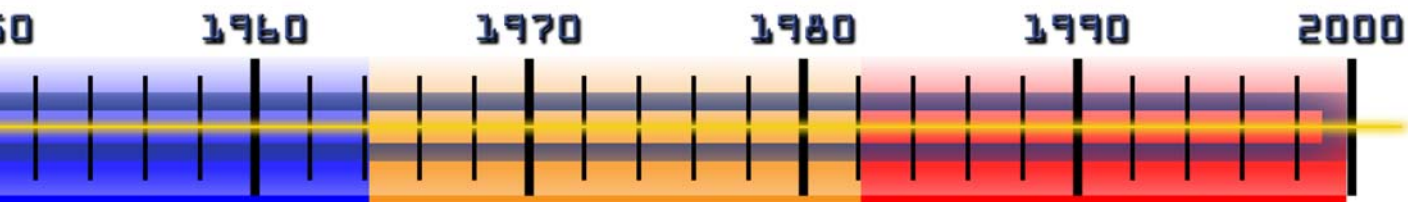
“The hard part is that they usually don’t qualify for what they want or they’ve read about online,” said Magill. They want the high paying jobs they read about, but not the real jobs that are out there. We have to try to work with that.”

Another downfall of coming from the technology age, sometimes called the “Nintendo Generation,” is the lack of physical, social and ethical activity many modern applicants are lacking.

“They’re usually not in good shape. They don’t get much exercise, their morals and pride are lower and in the end, their commitment is lower,” he said.

Magill explained that this is a good reason to get them in the DEP pool and on their way to a new life with the Navy.

“We have some great DEPPers. Some came to us all fired up and ready to serve. Others come to us because they want to try to make themselves a better individual. The people we put in have that pride in there somewhere or they wouldn’t be seeing us. Our job is to bring it out and make them Sailors”



Realistic, Individualistic, and Acquisitive

Generation X: Cynical, Independent, Pragmatic, Entrepreneurial and Diverse.

Millennials: Optimistic, High Value on Diversity, Patriotic and Tech Savvy

Navy recruiting and Special Warfare spread Navy message

Story by JO1(SW) Jason Keith Pederson
NRD San Diego

Stressed throughout the Navy, teamwork among Sailors saves lives and ensures mission accomplishment. That teamwork can be found between even the unlikeliest of partners.

In this case, the teamwork came between Sailors from the highly-classified world of Commander, Naval Special Warfare Command (SPECWARCOM), San Diego and the highly-public world of Sailors from NRD San Diego, Feb. 7, at the Orange Glen High School Junior Reserve Officer Training Corps (NJROTC) 9th Annual Field Meet in Escondido, Calif.

BMC(SEAL) Bill Norman, SEAL motivator for SPECWARCOM San Diego, said recruiting and special warfare are not such strange bedfellows.

“We’ve established an excellent working relationship with NRD San Diego and work together on a lot of events,” said Norman. “We’re both interested in the same thing, getting recruits into the Navy. So when the NRD request came in for our support, we were happy to provide it.”

That support from special warfare came in the form of a Special Warfare Combat Crew (SWCC)



Photo by JO1(SW) Jason Keith Pederson

JROTC students try out the Navy SEAL desert patrol vehicle while other students tour the SWCC (Special Warfare Combat Crew) SEAL delivery boat during a Junior Reserve Officer Training Corps (JROTC) meet held at Orange Glen High School in Escondido, Calif. SEAL and SWCC team members assisted Navy-recruiting efforts at the Orange Glen High School field meet held Feb. 7 in Escondido, Calif. The meet featured drill and personnel inspection competitions between 1,800 students from 24 schools from around the state, with ROTC programs from all services.

boat (used for special forces insertion and withdrawal), a SEAL desert patrol vehicle (DPV), two SWCC team members and two SEAL motivators to answer questions for students competing at the field meet, which featured drill and personnel inspection competitions between the competing schools. Other Navy assets present were a Blue Angels F-18 flight simulator and the K-9 demonstration team from Naval Station San Diego.

According to Norman, SEAL motivators have several missions including in-service SEAL recruitment, Navy awareness and civilian SEAL recruitment. More physically and mentally qualified recruits means more potential qualified personnel to fill billets in an expanding community. With more than 1,800 students representing 24 high school JROTC classes from all four services, the field meet was a good place to start looking for those recruits.

“Discovering new applicants and helping them understand the challenges of special warfare is of high interest to the SEALs,” said Norman. Also, Norman said the Naval Special Warfare community needs to add more than 200 SEALs by fiscal year 2006 to handle the increase in special operation missions worldwide since a terrorist attack brought down the World Trade Center in New York, Sept. 11, 2001. “We need to expand, but without lessening our training standards. With a 70 percent attrition rate, getting the word out and finding physically and mentally qualified candidates, continues to be our biggest challenge.”



Photo by NAS Pensacola Photo Lab

NROU Change of Command

Capt. Paula Ricketts (left) turned over command of NROU to Capt. Lauren Taulman during a ceremony on March 19 in Pensacola, Fla.

NRD Raleigh takes part in biggest diversity recruiting event of year

Story by
Wendy Covington
NRD Raleigh

It's the third-biggest basketball tournament in the country, and attendees describe the week-long event held the last week in February as part college reunion, part cultural event and part sporting event.

It's more than just a basketball tournament—with dozens of “must-attend” activities surrounding it such as a step show, a Battle of the Bands, dozens of parties, a fashion show, a golf tournament and a career fair.

Even many celebrities, such as P. Diddy, Evander Holyfield, Magic Johnson and radio personality, Tom Joyner, have begun attending.

It's the Central Intercollegiate Athletic Association Basketball Tournament, commonly known as the “CIAA,” held in Raleigh, N.C.

The Officer Programs Department of NRD Raleigh was on hand to take part in this exciting event.

The CIAA is America's oldest black college conference and is made up of 12 Historically Black Colleges and Universities (HBCU's) situated along the Eastern Seaboard.

Seven of these schools—Fayetteville State University, Livingstone College, Johnson C. Smith University, North Carolina Central University, St. Augustine's College, Shaw University and Winston-Salem State University—fall in NRD Raleigh's territory. NRD Raleigh will also soon acquire an additional CIAA school—Elizabeth City State University—when the district is consolidate some time next fiscal year. Sixty-five percent of North Carolina's African-American students attend CIAA schools, and the enrollment of the CIAA's eight N.C. members is up 14.6 percent in the past five years.

Despite nasty winter weather, the CIAA Tournament drew a record-breaking 104,500 attendees this year—up from nearly 100,000 in 2003. The Navy got in on two big

wise because of the various HBCU students and alumni that attend. I was eager to take part in this event, because if we're serious about diversity, participating in this event is a major show to say we're into diversity recruiting. It



Photo by Wendy Covington

HBCU students crowd around the Taj Mahal at the CIAA Career Expo to learn more about opportunities in the Navy.

helps that most of the HBCU's are in our area.”
Nearly 500 students

money for college. Lt. Herman Reed, General Officer Recruiter, said that

“We had a lot of good interaction between the recruiters and the students. People really wanted to know about the Officer Programs.”

Lt. Herman Reed, General Officer Recruiter, NRD Raleigh

the reaction to the Navy was positive.

“We had a lot of good interaction between the recruiters and the students. People

CIAA activities—the CIAA Career Expo and the CIAA Step Show Throwdown. NRD Raleigh's OPO, Lt. John Williams, said that he was very eager to take part in the CIAA.

“I always heard that historically, the CIAA tournament is an awesome event to attend diversity-

from more than half a dozen HBCU's packed into the Raleigh Convention Center for the CIAA Career Expo. Attendees included students from nearby HBCU's and HBCU students from several hours away. Schools within a few hours drive collaborated and brought busloads of students to the Career

really wanted to know about the Officer Programs.”

The Career Expo offered more than a chance to meet employers and find out about job opportunities. There were also workshops for students on topics such as mock interviews and business etiquette.

ASVAB changes affect recruiting

Story by JO1 Sonja Chambers
CNRC

There are many qualifications an applicant must meet to join the Navy. One of the most important milestones is the Armed Services Vocational Aptitude Battery or ASVAB. This test shows if a person is eligible for enlistment and what ratings he or she can take.

Everyone wishing to join the Armed Forces must take the ASVAB, but the test, which was developed by the Department of Defense in the 1960s, is changing to reflect advancements in society. Those changes will affect the scores needed to join the Navy.

The Navy uses the Armed Forces Qualification Test (AFQT) to determine enlistment eligibility. The AFQT is comprised of Word Knowledge, Paragraph Comprehension, Arithmetic Reasoning and Mathematics Knowledge areas of the ASVAB.

"The AFQT is normed so that a score of 50 means that 50 percent [of the population] should score 50 or below, and 50 percent [of the population] should score 50 or higher," said Ed Kearl, Director of CNRC's Plans, Analysis and Research Department.

To norm the test, officials take a sample of the U.S. youth population called Profile of American Youth, and administer the ASVAB to them to see how they do.

"The last time they [took a sample] was in 1980," Kearl said. "There has been an expanded amount of

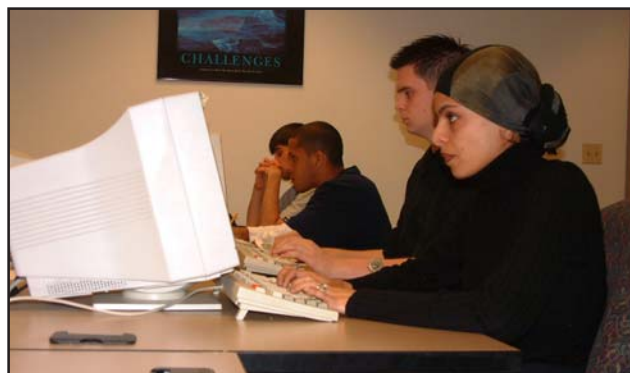


Photo by JO1 Kurt Riggs

Potential applicants take the ASVAB at MEPS San Francisco. The ASVAB renorm takes effect July 1.

testing going on in high schools, and kids are tending to do better on tests.

"In 1997, a new sample of youth was taken. The person who scored a 50 in 1980, is now scoring a 47," Kearl said. "Same person, same test, but it turns out that more kids are doing well on the ASVAB. The ASVAB renorm will fix this."

The AFQT score is a relative grade meaning performance is graded in comparison to everyone else in the population. A person is graded against other peers. It's not a grade out of 100 or the number of correct answers.

"Fifty-three percent of the youth are currently scoring above 50," Kearl said. "So it's no longer that half score above 50."

The ASVAB renorm will consequently lower applicants' scores.

"It's going to look like our AFQT quality is going to drop after July 1," Kearl said. "The people we recruit will now be assigned lower scores."

The renorm will now give the person who scored a 35, a 30.

"Same person, same test, but he will no longer be eligible for enlistment," said Kearl.

The drop in scores affects lower-scoring people.

"The person who scores a 60 will still score a 60. From 60 and above, scores basically stay the same," Kearl said.

ASVAB test scores are good for two years.

"The good news is anyone who takes the test before July 1 gets to use their old score and gets to be judged by the old standard," Kearl said. "We won't break faith with our DEPPers. They just have to have taken the test."

The renorm will make recruiting more difficult.

"The CNO wants us to increase the quality of Sailors, so for FY05 recruiters should anticipate working under the existing enlistment standard," Kearl said.

Leap Frogs

Damage Controlman First Class (Special Warfare Combat Craft Crewman) Jeff Smith of the Navy Parachute Team, the Leap Frogs, holds aloft the first ball at the Phillies home opener at Citizen's Bank Park in Philadelphia. The Leapfrogs were part of the pre-game salute to the Armed Forces that marked the first regular season game in the new ballpark. After the jump, members of the Leapfrogs autographed photos and answered fans' questions about the parachute team.

Photo by JOC(SW/AW) Monica Hallman

Local business helps recruiters keep DEPpers fit

Story by Wendy Covington
NRD Raleigh

Every recruiter knows the challenges of keeping DEPpers fit—especially when there’s a long delay between enlistment and the recruit’s ship date. It can be difficult keeping the DEPper motivated and disciplined enough to stick with a consistent exercise routine. But thanks to the help of a business in Greenville, N.C., keeping DEPpers in shape isn’t quite as tough for recruiters.

NRS Greenville recently presented an award to Pulse Gym General Sales Manager Frank Velde for his efforts to help keep their future recruits fit. Velde has

opened his posh health club to DEPpers in the Greenville area. Membership to the club normally ranges from \$36-\$56 per month, but DEPpers can use the club free of charge twice a week. DEPpers also have access to personal trainers, who come periodically and train them. Recruiters are also free to conduct their own private aerobics classes for the DEPpers in the club’s aerobics room. Every Saturday, the DEPpers play basketball in Pulse’s gymnasium.

This partnership came about when AM2(AW) Thomas McVicker, who has been a member of Pulse for the past two years, began talking to Velde about the challenges of keeping his DEPpers motivated to stay in shape.

“Motivating DEPpers to PT was tough, as well as not having an actual place to go work out,” McVicker said. “This has helped us because it gives us a stable place for DEPpers to PT, with or without us, and learn



Photo by Wendy Covington

about keeping themselves physically fit.” Velde offered to help by giving DEPpers access to his facility.

“It just seemed like a natural thing to do,” Velde said. “We are delighted to be in partnership with the United States Navy, and we’re delighted to have the recruits using the facility. We look forward to an ongoing relationship.”



Photo by PH2 Damon Moritz

Reserve Recruiters Honored for Service

Assistant Secretary of the Navy for Financial Management Dionel Aviles awards the Navy and Marine Corps Commendation Medal to NC1(SW) Carlos Andrews, a Reserve recruiter at Naval Reserve Center Baltimore, (left) for his actions in helping rescue passengers from the Lady D, a water taxi that capsized in Baltimore

Harbor on March 6. Aviles also awards NC1 Wendy Cruz, a Reserve recruiter at Naval Reserve Center Baltimore, (below) the Navy and Marine Corps Achievement Medal for her help with the rescue. The ceremony took place in Baltimore on April 17. Twenty-six reservists from Naval Reserve Center Baltimore received awards for their heroic efforts. Andrews was one of the volunteers to go out on one of the boats. While out there the ferryboat was hoisted at one end and 3 people surfaced. He lifted two people out of the water and into his boat, saving their lives. One of them was a young girl. In the process of making a quick decision to help a young girl first, he had to let go of an adult male who survived. They were bringing all survivors to the NRC Baltimore to use the facilities and to dry off. Cruz was assisting the victims with dry Naval Reserve T-shirts, the use of cell phones, speaking Spanish to translate and assisting with first aid.



Photo by PH2 Damon Moritz



Photo by SK1(SW/AW) Anissa Hayden

Captured for Kids

EM2(SW) Marcel Blanfort of Navy Recruiting Station Hollywood, Fla., recently volunteered to participate in “Captured for Kids,” a benefit for St. Jude Children’s Research Hospital. He was selected from many outstanding community leaders to “serve behind bars.” His “temporary imprisonment” ended in about an hour. His friends and co-workers at Navy Recruiting District Miami raised a total of \$166 to “bail him out” and all funds go toward the fight against childhood cancer.

Hill selected as CNRC Sailor of the year

Story by JO1(SW) Jason K. Pederson
NRD San Diego

Recruiters are the front line of Navy Recruiting Command. They are the men and women who visit the schools, conduct the interviews and, for the uninitiated, are the public face of the Navy.

Behind the successful recruiters of NRD San Diego are the Sailors at headquarters and MEPS who work beyond the public eye, sweating the small stuff so recruiters don't have to.

One of those Sailors is HT1(SW) Pamela D. Hill, LEADS Department LPO, who was recently selected as CNRC's Sailor of the Year.

"Being selected was one of the most significant moments in my life," said Hill when she received the news of her selection. "I felt like I imagine it would feel like to win an academy award. It is always a great honor to be recognized by peers and superiors for your efforts."

After being selected as NRD San Diego SOY, and Commander, Navy Region West SOY, she was selected as CNRC SOY, chosen from among seven other candidates from around the nation. As LPO of LEADS she oversees the production of eight personnel responsible for garnering potential leads and contacts for more than 200 field recruiters.

"HT1 Hill has the ability to get a diverse group of people to pull together and achieve a common goal," said Cmdr. Michael S. Hill, Commanding Officer, NRD San Diego. "She was unflappable while filling in for her department head, and I think her drive and fearless attitude have made her a success. She's a solid leader and chief material to be sure."

"I initially joined the Navy with the intention of doing my four years, completing my college education and getting out," said Hill, a 15-year Navy veteran. After receiving her degree at her eight-year mark in the Navy, she started seriously looking at civilian jobs. "After looking at the job market, I saw the Navy was competitive with the civilian sector and I felt that the Navy would afford me more opportunity for growth through assignment diversity and job stability for myself and my family. I eventually decided to make the Navy a career and began pursuing a master's degree."

After finishing first in HT "A" School and being meritoriously promoted to E4, Hill attended non-destructive testing "C" school during a tour at her first com-



Photo by JO1(SW) Jason Pederson

HT1(SW) Pamela D. Hill, LEADS Department leading petty officer assists telemarketer, ABE3 Jordan Whitecotton, with the Navy Advertising Leads Tracking System program used for tracking prospective and contacts for field recruiters.

mand, USS Yosemite (AD 19). She's earned numerous awards and volunteers in the community. She has also vigorously pursued her education earning a bachelor's of science in workforce education, training and development from Southern Illinois University, and master's of arts in management in 2002 from the University of Redlands.

Not everything has gone smoothly for the Chicago native. Hill faced her biggest challenge in 1999 when she was in a serious motorcycle accident that resulted in 11 surgeries and a month-long stay in the hospital.

"It was a difficult time for me and my family, and we had some major decisions to make regarding my continued career in the Navy," said Hill. "Once I decided to stay in, my family and the Navy doctors supported me 100 percent. That is when I realized that I really love the Navy."

"Hill is a mature and informed Navy leader with a can-do attitude which exemplifies the Navy's core values of honor, courage and commitment," said CMDM(SW/AW) John L. Corcoran.

"I have some extraordinary role models in my family," Hill said. "I come from a long line of strong, god-fearing women. Someday I'd like to write a book about them; about how they lived their lives and were not only a great inspiration to me, but a wonderful example for others to follow as well."

Hill was a finalist for the 2004 Naval Shore Activities Sailor of the Year in Washington, D.C.



Admiral's Five-Star Recruiters

March 2004



NRD Atlanta
EMI(SS) Carlton Goodson
NRS North Charleston

NRD Dallas
AO1(AW/SW) Darrell L. Radford
NRS Oakcliff

NRD Denver
GSM2(SW) Kevin Ray
NRS Grand Junction

RP2 Reilanda Anckle
NRS Aurora

NRD Houston
SK2 Mark D. Hauser
NRS Spring

NRD Indianapolis
AO2(AW) Steven A. Booth
NRS North College Hill

NRD Jacksonville
OS1(AW/SW) Alan McKnight
NRS Statesboro

DC2(AW/SW) Yousef Abdulsalam
NRS Orange Park

NRD Michigan
AO2(AW) Joseph O. Paul
NRS Flint

NRD New England
MM2(SW/AW) Scott Stevens
NRS Bangor

NRD New Orleans
FC2(SW/AW) Kassandra L. Boyd
NRS Slidell

OS2(SW) Robert L. Banks
NRS Lafayette

EO2(SCW) Mathew R. Johnson
NRS Gretna

NRD New York
DK3 Andrew Lo
NRS Flushing

NRD Ohio
OS2(SW) Patricia Bear
NRS Columbus North

FC2(SW) Thomas Montis
NRS Columbus West

AD2(AW/SW) Stephen Dombroski
NRS Columbus East

NRD Phoenix
AMC(AW/SW) Matthew Morris
NRS Mesa

NRD Pittsburgh
ET2(SW/AW) Teddy Mahoney
NRS Williamsport

NRD Portland
EMC Gene Wylie
NRS Ogden

NRD Raleigh
IC1(SW) Cindy Lambert
NRS Lumberton

SH2(SW) Quincey Packer
NRS Rocky Mount

NRD Richmond
CTA1(SW) Paula Grantham
NRS Virginia Beach

BM2(SW/AW) Catrina Frieson
NRS Fredericksburg

CM3 Christopher Sherbert
NRS Woddbridge

OS1(SW) William Corrigan
NRS Chesapeake

NRD San Antonio
AE2(AW) Victor Vela
NRS Brownsville

NRD San Diego
OS2(SW) Jonathan Montoya
NRS El Cajon

CE2(SCW) Rolando Cayetano
NRS National City

STG1(SW) Paul Heller
NRS Hemet

NRD San Francisco
AD2 Debin Li
NRS San Francisco

CM3(SCW) Victor Cedonio
NRS Reno

PR3 William Masters
NRS Chico

NRD Seattle
AT1(AW/SW) Ronald Coleman
NRS Marysville

MM1(SS) Ian Bitner
NRS Bremerton

Area South
NC2 Juan Lamogliachinchilla
NMCRC Austin, TX

Area West
DK2 Tish, Pringle
NRC Tacoma, WA

YN2 Kevin, Price
NRC Everett, WA

MM1 Robert Whatley
NMCRC Denver, CO

Area Northeast
NC1 Andrea Martin
NAR Norfolk, VA



Best Stations In The Nation

March 2004

Region North
Small Station
NRS Meadville
NRD Pittsburgh

Medium Station
NRS Flushing
NRD New York

Large Station
NRS Woodbridge
NRD Richmond

Region South
Small Station
NRS Gretna
NRD New Orleans

Medium Station
NRS Statesboro
NRD Jacksonville

Large Station
NRS Columbus West
NRD Ohio

Region Central
Small Station
NRS Chicago Heights
NRD Chicago

Medium Station
NRS Sedalia
NRD Kansas City

Large Station
NRS Baytown
NRD Houston

Region West
Small Station
NRS Kerville
NRD San Antonio

Medium Station
NRS Marysville
NRD Seattle

Large Station
NRS Aurora
NRD Denver

Reserve Region
Small Station
NMCRC Augusta, GA
Area Southeast

Medium Station
NRRS Orange, CA
Area Pacific

Large Station
NMCRC San Diego, CA
Area Pacific

U.S. NAVY SEALS



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