

NAVY

RECRUITER

Magazine for Navy Recruiters

May 2004

OPERATION SINGLE FORCE



Active and Reserve recruiters
consolidate as a unified team

NAVY RECRUITER



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Operation Single Force

Operation Single Force (OSF), the command's active duty/reserve consolidation initiative, is a major change in the way Navy Recruiting conducts business. Consolidating our recruiting forces is a transformational effort that will free up valuable Navy manpower and sorely needed dollars for operational missions and platforms. The end state of OSF is projected for October 2005, so we are moving rapidly to make sure we meet that goal. Merging the functions and personnel of reserve and active duty

Also underway is a prototype consolidation at the regional level combining Reserve Recruiting Area Northeast with Region North. The regional prototype merges reserve and active functions for **both enlisted and officer** recruiting.

Billet rotation also is a planned part of OSF. Commanding officer (CO), executive officer (XO), and department head billets will rotate between active and Reserve officers. NROU led the way in billet rotation when Lt.Cmdr. Bret Berry, a Reserve

officer, became the NROU XO. Soon Reserve officers will be serving as Commodore at Region South, as XO at NRD Montgomery, and as the officer programs officer at NRD Richmond and Region Central. Additional billets, including some enlisted positions, are scheduled to rotate as OSF is implemented and billets are vacated.

The changes we experience as OSF rolls out will be far-reaching. OSF will require us – all of us – to shed some long-held business practices and embrace new ones.

Implementing OSF will yield efficiencies that

streamline the recruiting organization, its processes, and its manpower requirement while allowing us to take greater advantage of the stability inherent in Reservists who are local area experts, as well as our bag-toting recruiters who come to us with fresh, hands-on experience at sea.

To yield the expected results, change of any magnitude requires the



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

cooperation of all team players. The OSF initiative will enable Navy Recruiting to more efficiently man the fleet with the right number of talented young men and women for the 21st century Navy. I'm counting on each of you to exhibit the flexibility and positive attitude needed to make OSF a success without jeopardizing mission goals. Great job, shipmates. Keep charging!



Photo by JO1(SW) Jason Keith Pederson

Sailors from USS Nimitz (CVN 68) stand with Rear Adm. Jeffrey L. Fowler, Commander, Navy Recruiting Command, after receiving an admiral's coin prior to the March 6 running of the NASCAR Busch Series Sam's Town 300 in Las Vegas. The Sailors represented Nimitz as the Fleet Honoree. During every Busch Series race the No. 14 Navy "Accelerate you life" Chevrolet Monte Carlo features a decal naming a Navy command to honor. Sailors from left to right: MM2 Jade P. Mason, 21; AN Michael J. Lewis, 19; DC3(SW) Michael W. Thomason, 24; and AZ2 Aaron Carbajal, 23.

recruiting is a serious undertaking for every member of our extended recruiting team.

In January 2004, the Navy Recruiting Orientation Unit (NROU) graduated its first joint class of active duty and reserve recruiters. In March 2004, we began a pilot program at Navy Recruiting District (NRD) Montgomery that merged all **enlisted** recruiting processes and functions.



Photo by JO1(SW) Jason Keith Pederson

Rear Adm. Fowler awards IT2 Amanda A. Bradley with the Admiral's Accelerator Award during a March 5 visit with Sailors from NRS Las Vegas Southwest, of NRD San Diego. During the visit, Fowler discussed his top five priorities and answered questions regarding Navy recruiting budget issues and the future merger with Reserve recruiting. Fowler was in Las Vegas to attend the NASCAR Busch Series Sam's Town 300 held at the Las Vegas Speedway and featuring the Navy's No. 14 "Accelerate your life" Chevrolet Monte Carlo.

Field Recruiters: Number one asset to success in recruiting

As I make my way around the regions and districts, I continue to be impressed with the caliber of men and women we have in Navy Recruiting Command. We are fortunate to have each of you onboard as we endeavor to meet our nation's recruiting priorities.

I have had the opportunity to travel to both the east and west coast, allowing me to witness our recruiters in action. In large and small cities, it is you, the local recruiter, who is "the Navy" to our nation's citizens. I can say with a great deal of certainty that these citizens are seeing the finest recruiting force and the best examples of what a Sailor should be.

It is exciting to see the local commands and individuals thinking outside the box. We are in competition with businesses and colleges to recruit members for our Navy team. It is the initiative of our individual recruiters and the support they receive from the command that allows CNRC to be successful in this competitive

arena. Continue to think outside the box, be a positive role model in your community, and we will remain a success.

My observations in the field and at headquarters compel me to believe that we, as a team, are onboard with the Admiral's top five priorities. This is a testament to your professionalism and your leadership throughout the entire chain of command. All members of CNRC, from junior to the most senior, play a vital role in meeting command mission.



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



CNOCM(AW/SW) Evelyn Banks, CNRC's CNO Directed Command Master Chief, stands with CNRC's Sailor of the Year, HT1(SW) Pamela Hill of NRD San Diego, and CMDCM(SW/AW) John Corcoran, Command Master Chief of NRD San Diego.

My affiliation with such a professional recruiting force humbles me. Your eagerness to come onboard to master the basics; enhance communications; promote unity, teamwork, and accountability; and provide continuous feedback is an inspiration to me. I promise my full support in your endeavors to succeed in the ever-changing environment of Navy recruiting. - CNOCM Banks



Consolidation moves forward with prototype

Story by JO2 Chris Conklin
CNRC

Consolidation is the buzzword in Navy Recruiting. The sea service plans to have its recruiting force of Reserve recruiters and active duty recruiters consolidated by October 2005. Navy Recruiting's goal in consolidation is to reduce redundancies enroute to finding cost savings and hoping to increase efficiency across the board for recruiting.

NRD Montgomery began the process of identifying efficiencies in the enlisted recruiting process on Feb. 1 by launching what recruiting officials are calling the "Montgomery Prototype." This prototype is the first of its kind in Navy Recruiting.

Recruiting is using this prototype as a fact-finding mission to help fully develop the consolidation plan for Reserve recruiting areas across the nation to fuse with active duty recruiting districts. Cmdr. Gregory LaFave, NRD Montgomery's commanding officer, feels that his district will be able to identify the



Photo by JO2 Chris Conklin

Rear Adm. Jeffrey L. Fowler, Commander, Navy Recruiting Command, speaks with CE2 Brent Edwards, a recruiter at the Naval Reserve Center Montgomery.



Photo by JO2 Chris Conklin

Rear Adm. Jeffrey L. Fowler, Commander, Navy Recruiting Command, speaks with recruiters at NRS Montgomery.

efficiencies for Navy Recruiting and effectively add to the plan to help the rest of the consolidation plan.

"The idea for us is not to test this and see did it work, or not work," said LaFave. "The idea is let's make it work, then go back and see what did we need to do to make work and see where were all the trouble spots, and what problems can we identify. The question we ask is: what can we show the rest of the districts to make it easier for them to consolidate."

LaFave and his staff have already experienced many of the problems that come with consolidation. The district has had to find ways to deal with personnel and administrative issues. The commander said a good example of these would be personal leave for individuals. After bringing on an additional 24 Reserve recruiters to his district that are still, in principle, attached to Reserve Recruiting Area

South, there are a number of different channels personnel have to go through for personnel issues such as leave and request chits.

"Right now there are, essentially, two [commanding officers] that approve all chits for Reserve recruiters. I have to know that the person is physically here, and the chain of command at Area South needs to know for accounting purposes," said LaFave.

LaFave said that the two commanding officers, he and the CO of the Reserve area, have had a memorandum of understanding for most of the issues that arise to prevent most issues until the areas are completely consolidated into the existing 31 districts.

For the recruiters in the field, according to NCCM George Mayhew, NRD Montgomery's Chief Recruiter, the transition has not been that hard.

"I don't think the consolidation has affected recruiters much," said Mayhew. "It's just building that working relationship with their Reserve counterparts, mostly in referrals. They are doing their training together. Most of this concept is at the headquarters level. As

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NRS Panama City: Ahead on consolidation

Story by JO2 Chris Conklin
CNRC

Consolidation of Navy Recruiting is moving forward. With the start of Operation Single Force in March, and the initiation of the Montgomery Prototype in NRD Montgomery, Ala., the two facets of the Navy that ultimately serve together in times of war, will now be together from the start.

The future of Navy Recruiting may look different. Recruiting stations will likely be a one-stop station where both applicants for either active duty Navy or Naval Reserve can get all the information they need to make the decision on which option is best for them.

This may be the future for all of Navy Recruiting, but for NRS Panama City in NRD Montgomery, this is now.

Naval Reserve recruiter NC1(SW) Carter Ketchup's arrival to the station in June, eight months before the start of recruiting's first prototype, put his station further ahead of the consolidation curve. Since checking on board, both Ketchup and his active duty recruiter counterparts have found it beneficial, but difficult at times to understand each other's roles in recruiting.

"It has definitely been a good experience for us," said NC1(SW) Charles Galdino, RINC of NRS Panama City. "We had to work out a number of little kinks in our office, but I think in the long run we have all become well-rounded recruiters."

Ketchup, who has worked in Reserve recruiting for 4 years, said the most challenging aspect of working with the Active Duty Navy recruiters is learning the programs and qualifications.

According to Ketchup, his time at the station has given him a unique perspective on how active and Reserve consolidation will benefit Navy recruiting as a whole.

"For the active duty recruiter, there are some people he can put in, and there are some people he can't," said Ketchup. "And by me being here first hand, they will tell the applicant that since you can't qualify for active duty at this time, why don't you think about the Reserve. That has helped me. This partnership has helped me a few times. When they



Photo by JO2 Chris Conklin

NC1(SW) Charles Galdino (standing), RINC of NRS Panama City, and NC1(SW) Carter Ketchup, Reserve recruiter, work together side by side in the first consolidated recruiting station.

referred the people over to me, I was able to put them in the Reserves."

Galdino's perspective of the two facets of Navy

recruiting being in the same office is also positive. He, like Ketchup, has benefited from the partnership. Galdino believes the real value to having Reserve and active recruiters in

the same office is being able to refer them directly to the Reserve recruiter without losing contact and being able to keep applicants interested in the Navy, either active duty or the Reserve.

"Before, when we did not have Petty Officer Ketchup in the office, we would interview an applicant and find out that he was not eligible, or not willing to go

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"It has definitely been a good experience for us. We had to work out a number of little kinks in our office, but I think in the long run we have all become well-rounded recruiters."

-NC1(SW) Charles Galdino
RINC of NRS Panama City

Husband and wife team already consolidated

Story by JO2 Chris Conklin
CNRC

The idea of active duty Navy recruiters and Naval Reserve recruiters thriving in the same environment may be slightly awkward for many of the recruiters involved in Navy Recruiting Command's consolidation. But for CMC(SCW/AW) James Dutton,

is an everyday event.

The Duttons have been married for four years after meeting each other while both were serving in different units on active duty in Japan. Tammy left active service in 1999 and immediately applied for the Naval Reserve recruiting force. She was eventually selected to the recruiting force in 2002.

James, who had already received orders to go to NRD Montgomery during the same time-frame, was relieved when his wife received orders to the Reserve Center in Montgomery. But neither realized the work sched-

ule that would be required to make them successful recruiters.

"Our hours vary so much that most of the time we only see each other on Sunday; Sunday is our

time to decompress," said Tammy.

The two have found that Navy recruiting is a lifestyle since reporting to their respective stations. But both have also realized that their jobs are very similar. Since coming to recruiting nearly two years ago, the couple has been able to apply lessons learned from one another to their recruiting practices.

"We always talk about what is going on with each other's applicants," said James. "So, long before this consolidation took place, we were able to understand what the other side of Navy recruiting was about. We shared with each other what the requirements for the Reserve and active duty were. Consolidation is nothing new to us."

The two feel that consolidating the two sides of recruiting is clearly the best way to go. The only difference for the two, after consolidation has them working to a shared goal, is having to give up competing against one another, not to mention the fiery Sunday morning discussions on who has the tougher job: Reserve or active duty recruiters.

"I joke with her, saying she has it easy, but she knows that her work ethic makes it easier for her to be successful," said James,

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Photo by JO2 Chris Conklin

For CMC(SCW/AW) James Dutton, RINC of NRS Hoover, Ala., and EM2(SCW) Tammy Dutton, a recruiter at the Montgomery, Ala., Reserve Center, consolidation has already happened. The husband and wife team recruit new Sailors for the active and Reserve forces.

RINC of NRS Hoover, Ala., and EM2(SCW) Tammy Dutton, a recruiter at the Montgomery, Ala., Reserve Center, consolidation of the Reserve and active duty recruiting

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into active duty. We would refer the applicant to the Reserve Center," said Galdino. "The applicant would then end up enlisting in another service that he is qualified to enter, never making it to the Reserve recruiter."

Now, according to Galdino and Ketchup, they have the ability to keep those applicants interested in the Navy while they get the information on both components of the Navy service.

"We keep more applicants in the office now than we ever have," said Galdino.

Since June, the recruiters at NRS Panama City have gone through the trials and growing pains of consolidation. And through that process they have figured out what is the real value of a unified recruiting force: efficiency.



Photo by JO2 Chris Conklin

NC1(SW) Carter Ketchup (right) and NC1(SW) Charles Galdino work together in the first consolidated recruiting station in NRD Montgomery.

Your Virtual Recruiter



Recruiting now a point and click away

Story by JO2 Chris Conklin
CNRC

In the past decade, military recruiting initiatives have steadily moved onto the Internet. This has been due mostly in part to the tech-savvy Millennials, those in Navy Recruiting's target age group who have mastered the art of surfing the net, preferring to shop, to communicate and to get any and all information with a click of a mouse.

The Navy jumped onboard in April 2001 with the release of its NAVY.com recruiting website. Since its release, the Navy and its advertising agency, Campbell-

Ewald, have continued to look at ways to apply Internet recruiting

strategies to further introduce Navy opportunities to Millennials.

Bring in "Your Virtual Recruiter."

Oct. 31, 2003, saw the introduction of this new feature on the NAVY.com site to supplement its interactive approach for potential Navy applicants. Called "Your Virtual Recruiter" (YVR), the site allows visitors to explore the recruiting process anonymously, dispelling some of the myths about joining the Navy.

"We are trying to give prospects all the information upfront about what to expect when they walk through the door of a recruiter's office, so they feel more confident, informed and better prepared to talk to the recruiter," said Gary Sikorski, Interactive Marketing Account Manager for Campbell-Ewald.

The site allows prospects to go through a basic personality test. This test is administered through a series of photos, with the prospect choosing the situation most relevant to them.

A video "virtual" recruiter guides the visitor through the recruiting process. This can include information about the enlistment steps that will be required to join the Navy, starting with a visit to a MEPS station, the DEP process, boot camp and first Navy assignment.

"Research shows that young people spend as much, if not more time on the

Internet now than watching television programs, so they

are very comfortable with that environment; we call it fish where the fish are," said Sikorski. "If that's where they're at, you want to get to them and communicate in terms of having a robust engaging experience on a website with a lot of interactivity."

Since release last October, the YVR module has been a popular destination for NAVY.com visitors, with a majority of interest being focused on the boot camp link. More than 150,000 visitors have viewed that page.

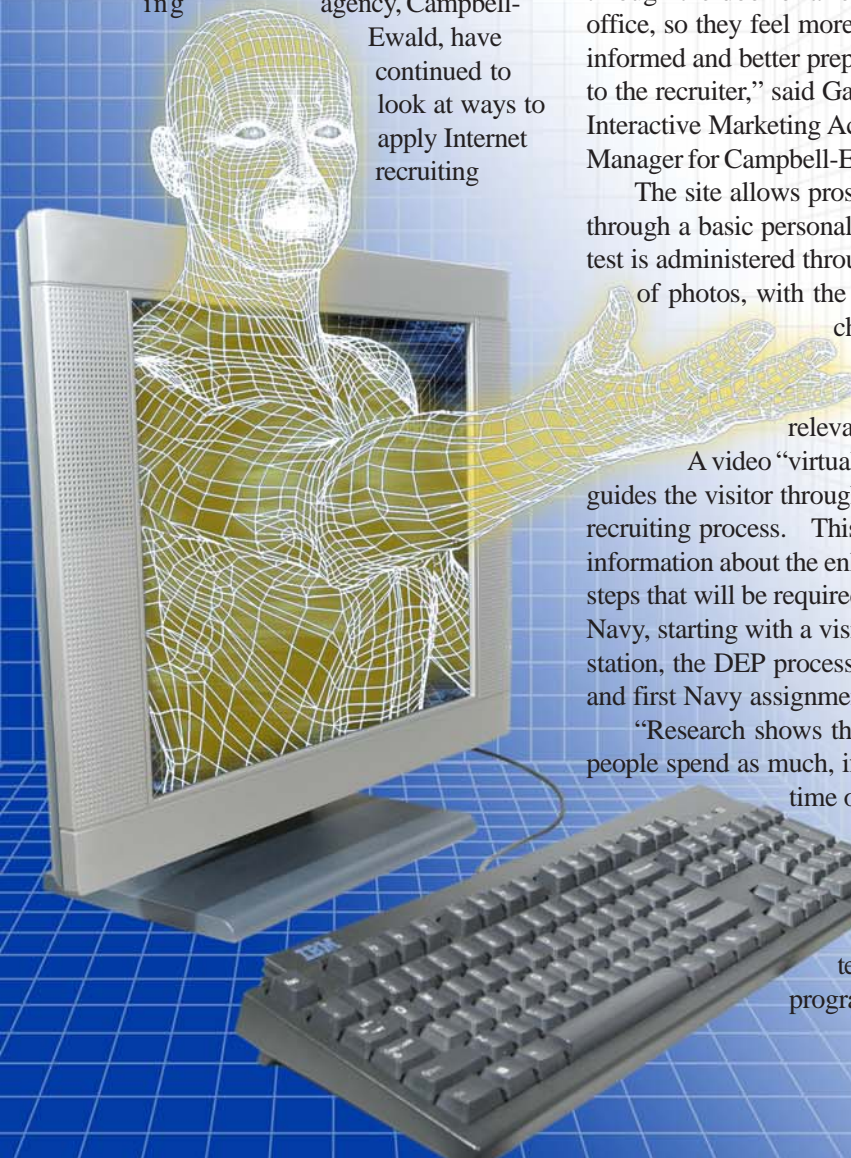
According to Lt. Lisa Flores, CNRC's Director of Interactive Marketing, YVR was created to demystify the recruiting process for prospects, answer questions, and prepare them for the recruiting process before they even see a recruiter.

"Before a prospect decides to talk to a recruiter, they start thinking of hundreds of questions about joining and being in the Navy. YVR can answer some of those questions, therefore saving the field recruiter's time," said Flores. "By all means, YVR is not going to answer all questions. The idea is that a prospect logs on to get some information and answer his or her basic questions.

"In turn this will also create questions, but these are now informed questions that the prospect takes to a recruiter," she added. "Our goal is to create more informed, confident recruits, which should in turn reduce attrition."

Navy Recruiting and Campbell-Ewald officials expect the sites popularity to grow, and feel this is just a glimpse into what the future holds for online Navy recruiting.

For more information on "Your Virtual Recruiter" and Navy opportunities, visit NAVY.com.



NROU takes training to a new level

Story by JO2 Chris Conklin
CNRC

Navy Recruiter Orientation Unit (NROU), or the “schoolhouse” as it is called by the Navy Recruiting professional, is doing its part in the consolidation effort. Jan. 12 marked the convening date of the first consolidated class for active and Reserve recruiters to learn the details of bringing applicants into the Reserve and active duty ranks.

Although the training is still in its early stages, Capt. Paula Ricketts, former commanding officer of NROU who initiated the training, said enlisted recruiting training is consolidated.

“The Reserve recruiters report here to the same classrooms as the active duty members and go through the same five-week curriculum,” said Ricketts. “We do have one week of breakout where the Reserve recruiters are taught to use a separate accession software system.” This is because accession software programs have yet to be consolidated.

For the Reservist that is coming into recruiting, this is a different experience. Before, Reserve recruiters would have to attend training in New Orleans, La. Now, they have the opportunity to participate in all training that their active counterparts receive at the Pensacola, Fla., training facility.

Not only do Reservists now train at NROU, the consolidation of training has also brought Reserve instructors to assist in instructing both active and

Reserve recruiters. NROU has three senior enlisted Reservists on staff to do the job.

“CNRC has gone to great lengths to ensure we had the manpower we need to start the training program, because he wanted to start with training first,” said Ricketts.

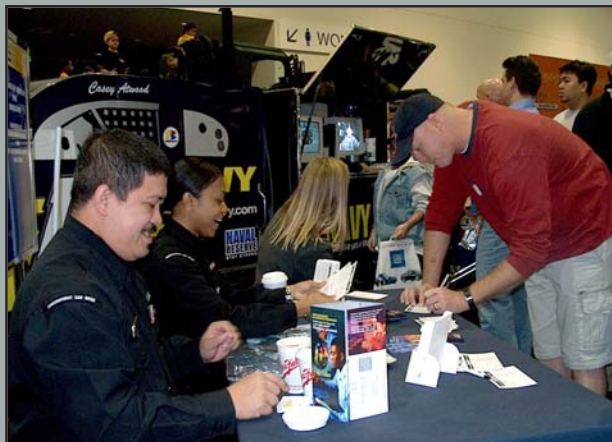


Photo by JO2 Chris Conklin

Recruiter training at NROU is now consolidated for active and Reserve recruiters. From left: Reserve recruiter IT2 Jerry Davis from Glendale, Ariz.; active duty recruiter FC2(SW) Ray Evans, NRS Asheboro; FC1(SW) Shad Coccimiglio, NRS Dubois; and SK2 James Meuleveld, NRC Tacoma, Wash.

The instructors at the schoolhouse feel the consolidation of training is building a better product for recruiters. According to NCC Eddie Young, an instruc-

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By JO1(SW) Jason Keith Pederson

NAVY NASCAR runs full throttle at San Diego car show

The NASCAR show car and simulator made a pit stop for NRD San Diego at the Motor Trend International Auto Show held in the San Diego Convention Center Dec. 31 to Jan. 4.

Thousands of show-goers had their picture taken with the Navy-sponsored No. 14 “Accelerate your life” Chevrolet Monte Carlo show car, and hundreds rode in the simulator. Featuring computer-generated models of all the major tracks on the NASCAR circuit, the simulator allows the average citizen to sit in the driver’s seat, while a camera mounted in the cockpit captures their reactions as they hit the wall for all outside to see.

“It was pretty hard but a lot of fun,” said 17-year-old Mark Turner from Spring Valley, Calif. “I’ve been a NASCAR fan for a couple years, and I think it’s cool the Navy is bringing it where we don’t get to see any races.”

“There are so many people here,” said YN3 Diana Anderson, Navy Reserve Support Unit 1942, who assisted in collecting leads, operating the simulator and answering questions about the Navy. “I had a lot of fun and enjoyed talking to everyone.”

Sponsored by CNRC, the simulator hosted more than 3,000 would-be drivers (the real car is driven by Casey Atwood on the Busch Series circuit) with a viable leads return of 40 percent, despite an age restriction of 16 or older, and gave show goers another meaning for “Accelerate your life.”

Nimitz honored by Navy NASCAR team

By JO1(SW) Jason Keith
Pederson
NRD San Diego

The No. 14 Navy “Accelerate your life” Chevrolet Monte Carlo race team accelerated into the Sam’s Town 300, a NASCAR Busch series race, held Mar. 6 at the Las Vegas Speedway in Las Vegas, Nev.

The Navy-sponsored race car, driven by Casey Atwood and co-owned by football legend, Terry Bradshaw, also paid tribute to the officers and crew of USS Nimitz (CVN 68), sporting the Nimitz’s name across the hood during the race.

Nimitz and crew deployed eight months, from March 3- Nov. 4 in support of Operation Iraqi Freedom. Nimitz’s efforts during Operation Iraqi Freedom, which included 12,748 launches and 2,751 recovered aircraft, as well as 1,825 helicopter take-offs and landings, led to their selection for this honor.

To represent the command, Nimitz sent four Sailors to Las Vegas - AN Michael J. Lewis, DC3(SW) Michael W. Thomason, ET2 Jade P. Mason and AZ2 Aaron Carbajal, a Las Vegas native.

“It feels good to be chosen to



Photo by JO1(SW) Jason Keith Pederson

Sailors from USS Nimitz (CVN 68) stand with former NFL quarterback, Terry Bradshaw, co-owner of FitzBradshaw Racing’s No. 14 Navy “Accelerate your life” Chevrolet Monte Carlo prior to the March 6 running of the NASCAR Busch Series Sam’s Town 300 in Las Vegas. The Sailors represented Nimitz as the Fleet Honoree. During every Busch Series race the “Accelerate your life” race car features a decal honoring a Navy command. Sailors from left to right: AN Michael J. Lewis, 19; AZ2 Aaron Carbajal, 23; DC3(SW) Michael W. Thomason, 24; and MM2 Jade P. Mason, 21.

represent Nimitz and see our name out there for everyone to see,” said Thomason, a 19-year-old native of New Caney, Texas. “I love NASCAR but have never been to a race before. It was awesome.”

The four Sailors were greeted by Rear Adm. Jeffrey L. Fowler, Commander, Navy Recruiting Command, and were introduced to Terry Bradshaw, who visited with Sailors manning the race car simulator and recruiting booths.

“He (Bradshaw) was very nice,” said Mason, “and was

genuinely interested in what we do.”

Atwood and the Navy race car pit crew dealt with several handling problems during the first 86 laps of the race before finally having to drop out when the Chevy Monte Carlo blew an engine.

“There weren’t any symptoms,” said Atwood. “The car felt good after the second pit stop and then the engine just blew.”

The early exit cost the team 10 owners’ points in the standings, dropping from 12 to 22.

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

1 May	1-800-Pit-shop.com 300	Los Angeles, Calif.
8 May	Gateway International Raceway	St. Louis, Mo.
14 May	Richmond International Raceway	Richmond, Va.
23 May	Nazareth Speedway	Nazareth, Pa.
29 May	Carquest Auto Parts 300	Charlotte, N.C.
5 June	Dover International Speedway	Dover, Del.
12 June	Nashville 300	Nashville, Tenn.
19 June	Meijer 300	Sparta, Ky.
27 June	The Milwaukee Mile	Milwaukee, Wis.

Recruiter overcomes hurdles, enjoys successful career

Story by JOC Sandra V. Ramirez
NRD Miami

Sometimes, life throws you a curve ball, or what you may think is a curve ball. In the long run, it may be a blessing in disguise.

Case in point – CM1(SCW/AW/SW) George E. Dery, NRS Carolina, Puerto Rico’s, RINC. Dery was living in his hometown, Caracas, Venezuela, when he and his girlfriend decided to visit the United States. Though he purchased round-trip tickets, Dery planned on staying in the United States for a while. Soon after his arrival, learning the English language quickly became a challenge for him.

“I didn’t understand, speak, read or write any English,” Dery explained. “That was a problem for me. And then, a few weeks after we arrived in the states, my then-girlfriend decided to break up with me. To top it all off, she sold my return ticket.”

Alone and with no home and no money, Dery decided to make the best out of his situation.

“I managed to get a few odd jobs, including bartending, cutting grass and dishwashing,” he said. But, that was a far cry from a man whose father was the owner of Venezuela’s first cable company, a very successful business. Dery grew up having the things that most people can only dream about, including a beautiful home, maid and chauffer.

“Things just weren’t going very well for me in the states, so I felt I just couldn’t go back home to face my father,” remembered Dery. “I decided to stay here with family members, take English classes and try to make something of myself.”

Dery was focused on learning English, but felt he wasn’t learning the language as quickly as he wanted, so he stopped taking the classes. It

was then he met a young woman – first wife Jennifer Phillips – who became his friend and helped him learn the language. He learned about the Navy through his new brother-in-law, who was a Navy Fireman. Dery liked what he heard and decided to join the Navy as an Aviation Boatswain’s Mate. He graduated at the top of his “A” School class through sheer determination and the help of a fellow student who helped him learn English phonetically.

“I’ve always had dreams of being a pilot, so I wanted to be in the aviation field,” Dery said. “My shipmate helped me with class and I

By the time he was a 2nd Class Petty Officer, Dery had his Enlisted Aviation Warfare Specialist and Surface Warfare pins. In 1997, feeling he had achieved everything he could as an ABF, Dery decided to join the Seabees. He submitted his paperwork and became a Construction Mechanic (CM).

“I chose CM because it was different from anything I had ever done and it would be a challenge for me,” Dery explained. “My father always told me that you have to be the best at what you do. He said, ‘Don’t just be one of the pack. Whatever you choose to do in life,



Photo by JOC Sandra V. Ramirez

CM1(SCW/AW/SW) George E. Dery, Recruiter in Charge of Navy Recruiting Station Carolina, Puerto Rico, talks to DEPpers Candice Mercado and Ingrid Martinez about the next DEP meeting.

came in number one for ranking.”

Onboard his first ship, the now-decommissioned amphibious assault ship USS Guam (LPH 9), Dery was focused on learning his job and getting a warfare pin.

“I earned my aviation warfare pin early in my career,” said Dery proudly. “I feel that going the extra mile will always make me a better Sailor. I set goals for myself and I don’t give up until I accomplish them. So, having one warfare pin wasn’t enough for me.”

you have to be the best at it.’ I’ve lived by that and I always have a need to progress, not just for me, but more importantly, for my family.”

Once he became a Seabee, he immediately started working on his third warfare designation – the Seabee Combat Warfare Specialist pin. Earning three warfare designations is quite an accomplishment, and Dery is very proud of it. He feels he has lived up to his father’s

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NROU from page 9

tor at NROU, the training consolidation is taking the best practices from both sides of recruiting and implementing them. Young feels future recruiters won't notice the difference, saying that most who come through the schoolhouse have nothing to compare it to and will not be jaded by past recruiting experiences, making the new training curriculum easier to instill.

"Everything will be new to the students that come through our doors," said Young. "This is what is being taught, this is what is going to continue to be taught to the students. This training is going to be essential for the career path of the person who wants to be a recruiter, because they are going to have to know the different career opportunities for Reserve and active duty."



Photo by JO2 Chris Conklin

Reserve and Active recruiter students at NROU learn their trades side by side. The consolidated training began Jan. 12.

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far as the recruiter in the field, it does not change his job at all, right now," he said.

The recruiters in NRD Montgomery are buying into the consolidation of Navy Recruiting more each day, according to NCCS Gary Poulin, Montgomery's Naval Reserve Recruiting Coordinator. He believes this is because they are beginning to realize that the goal of their new shipmates' goal from Reserve recruiting is now their

goal as well.

"We are all full-time recruiters here," said Poulin. "I think that mentality us and them is slowly fading. All the leadership in our district is involved in letting the recruiters know that the Reserve goal is a real goal. The word is getting out there."

Although the consolidation of Navy Recruiting is a new way to do business, all involved in the consolidation in Montgomery are looking at it as a fresh and innovative way to make the force stronger.

DERY from page 11

philosophy, and that it's helped him achieve success. Because it's worked so well for him, he feels obligated to share that philosophy with the people he comes in contact with as a recruiter.

"I tell applicants that everything is possible, but that you have to work at it," Dery said. "There are many benefits in the Navy, but you have to learn about them and take

advantage of them. I tell applicants that nobody is going to take them by the hand, so they have to set their goals, work hard to achieve them and that they should strive to be the best that they can be."

Dery's 10-year Navy anniversary is just around the corner, and he plans on celebrating it by achieving a new goal – completing five college courses to earn his associate's degree.

Dery, his second wife, Eliza-

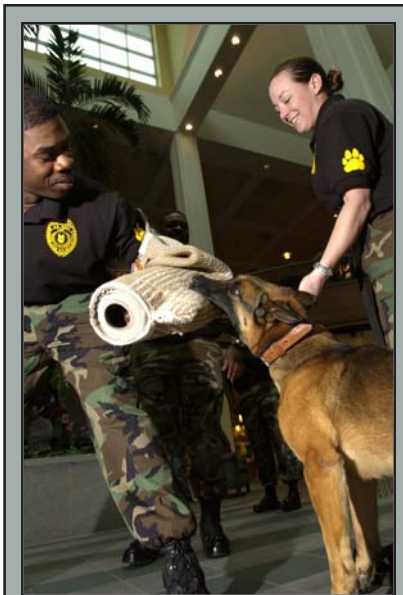


Photo by PHC(NAO) Chris Desmond

K-9 Demonstrations at Memphis' Wolfchase Mall

MA2 Tommy Mauldin (left) and MA2 Amy Maxey give a K-9 handling demonstration to patrons at Wolfchase Galleria Mall Feb. 6. Navy recruiters from local active and Naval Reserve units joined recruiters from other services in showcasing military opportunities at the day-long event. Armed with literature about Navy life and opportunities, the Navy recruiters stayed at the mall until closing, talking to veterans, parents and possible leads and answering their questions about military service. The Naval Support Activity Mid-South's security force's K-9 unit held demonstrations every hour to showcase the abilities of the military working dogs and their handlers.

beth Marti, and son, Aaron Daniel, will be leaving NRD Miami in May. He is transferring to Naval Weapons Station Charleston, S.C., where he'll be facing yet another challenge.

"I'll be the Explosive Ordnance Detachment Mobile Unit 12's maintenance administrator. I'm going to be the only Seabee there, and that's a big responsibility for me. It's another challenge that I'm looking forward to," he concluded.

Reserve Recruiters:

Full-time Sailors meeting needs of part-time Navy

Story by JO1 Sonja Chambers
CNRC

Additional reporting by
JO2(SW) Erin Perez
NRD San Antonio

With the consolidation of active and Reserve Recruiting under way, all recruiters will soon be working side by side. The new combined offices will be able to show the prospect off the street all that the Navy has to offer in one stop. But until that move is complete, Reserve recruiters sometimes have to take a little different approach to recruiting.

“A lot of referrals come from Reservists at the Reserve Center,” said SK2 Gina Rocha, a Reserve recruiter at the San Antonio Reserve Center. “We work drill weekends to make sure we catch all our prospects.”

Active duty and Reserve program recruiters overall work about the same hours every day, week in and week out. A few differences are in the markets that are used for prospecting. Reserve program recruiters will go to active-duty units, PSDs, hospitals, trade unions, and construction sites, whereas the active duty recruiter will typically visit high schools, colleges, malls, and school sporting events.

Rocha is a Naval Reservist on a voluntary recall to active duty for the sole purpose of recruiting. The Reserve Recruiting community is a highly competitive one.

“It took me a year-and-a-half to just get my foot in the door. Now I am selling something I truly love,” Rocha said. She left active duty but really missed it.



Photo by JO2(SW) Erin Perez

SK2 Gina Rocha, a San Antonio native, works out of the San Antonio Reserve Center and with active duty recruiters on a regular basis.

“I love it, but this job is challenging,” Rocha said. “You are always looking to bring the quality Sailor into our Navy.”

See RESERVE on page 14



Photo by JOC(SCW) Randy Bagoly

NRD Atlanta recruiters 'heroes' to local kids

NC1 Dwayne Overstreet took part in the 5th Annual “Shop With a Hero” program sponsored by the Acworth JOY Foundation of Acworth, Ga. The program provides needy children from the local area with \$100 and the opportunity to shop with a police officer,

firefighter or member of the armed services at a local department store. The funds are raised by the JOY Foundation from churches, local businesses, private donations and corporate grants. The children are encouraged to experience the joy of giving by shopping first for their families, then for themselves.

“I thought it was great to help somebody out,” said Stone Mountain, Georgia, recruiter Overstreet. “That’s the meaning of Christmas to me – That’s cool.”

Overstreet shopped with the Suarez family, including 13-year-old Nester, 10-year-old Leonardo, and 3-year-old Ronardo.

DUTTON from page 7

speaking of his wife’s obvious star qualities at the newly combined NRD. She has finished third in her district for Reserve recruiting and twenty-third overall in Reserve recruiting and is well on her way to competing for the honor of the top Reserve recruiter for NRD Montgomery for this fiscal year.

That aside, both feel that if “NRD Dutton” can succeed in consolidation with limited manpower, NRD Montgomery will surely take CNRC’s efforts in the process to a new level. The couple agrees that consolidation will be successful if recruiting officials follow the same doctrine that they use to make the best of their experience in recruiting: communication.

“The thing that makes it work is that we converse a lot,” said James. “We may not get to see each other every day, but we talk every day. I get advice from her. She gets advice from me. I now have a better idea of who can go into the Reserve and she has an idea of who would be best for active duty service. I think that is the best thing about working to a common goal is identifying who fits where in the Navy, and helping to place applicants in those positions.”

RESERVE from page 13

Each Reserve recruiter must undergo an extensive application process.

“I had to go through interviews, meet certain criteria and sign a two-year contract to be a recruiter,” Rocha said. After that initial two-year period, a recruiter can apply to be converted to a Navy Counselor in the Full Time Support Naval Reserve as a permanent Reserve recruiter. Rocha has her package in to do this conversion when her contract is up in May, but it’s not automatic.

“You can never miss goal over your two-year period [to get picked up for conversion,]” Rocha said.

Reserve recruiters follow different career paths than active duty recruiters.

“When you make E-6, you have to choose whether you stay a production recruiter or go into management and possibly move on to a different location,” Rocha said.

As a Reserve recruiter, Rocha participates in the Hometown Recruiter program.

“Reserve recruiters don’t have to move all the time,” the San Antonio native said. “So there is a continuity

to the office.”

Rocha works with active duty recruiters on a regular basis and said it is vital to a successful recruiting career.

“There is an active duty recruiter that I work with all the time out of the South San Antonio, Texas, station, and the RINC at the New Braunfels, Texas, station told me that I have a desk there anytime,” she explained. Rocha keeps cards to the two recruiting stations on her desk available to anyone interested.

With no storefront office, it can make recruiting more difficult, but Reserve recruiters at a Reserve Center do have some advantages. They can get some of the applicants processing done in-house.

“We can have applicants get physicals if there is a doctor here that drill weekend and our CO does enlistments,” Rocha explained.

“Sometimes we have to go get people that can’t get on base to our office,” said Rocha.

But the main advantage Reserve recruiters have is their dedication.

“I love being a Reserve recruiter,” said NC1 Israel Cisneros, a CRF recruiter at the San Antonio



Photo by JO2(SW) Erin Perez

NC1 Israel Cisneros, Reserve recruiter at the San Antonio Reserve Center, poses behind his Cowboy Club trophy. Individual recruiters in Reserve Area South receive this trophy if they make mission or better 12 months out of the year. Cisneros is a two-time Cowboy Club member.

Reserve Center. “We target an older crowd, so the experience is different. The oldest person I put in was 39. He had a family and job, but he was still looking for a career. I was able to give him that.”

Reserve Recruiting QUICKFACTS:

FY04 Goal:

- 10,500 Enlisted
- 2,400 Officer

Target Market:

- 19-36 y/o
- NAVETS (primary)
- OSVETS
- People with specific skill sets (i.e...doctors, nurses, linguists, construction)

PROGRAMS:

RESCORE-R (Recruiting Selective Conversion Reenlistment-Reserve)- allows recently separated/

discharged NAVETS & IRR personnel who are in closed ratings and would otherwise be ineligible for enlistment/affiliation to access into open ratings via a change of rating.

APG (Advanced Paygrade Program) - allows qualified civilians whose occupations & experience are comparable to Navy career fields (jobs). Applicants with prior military service must enlist for a minimum 3 years. Non-prior service applicants incur a minimum obligation of 8 years, with six in a participating status. All Non-Prior Service applicants must attend NRAC (Naval Reserve Accession Course).

NAVETS (Navy Veterans)- provides for affiliation of officers and the enlistment or re-enlistment in the Naval Reserve of

personnel who have had prior active or in active service in the Navy or Naval Reserve.

CB-VET (Construction Basic Veteran) - allows the enlistment of qualified veterans from any service interested in both a civilian & military career in the construction trades.

OSVETS (Other Service Veterans)- applicants with prior active or inactive service, or who presently serve in the Reserve components of the US armed services other than the Navy or Naval Reserve, may enlist through this program.

Officer Programs- medical, engineering, public affairs, intelligence, supply, FTS.



Admiral's Five-Star Recruiters

February 2004



Area Northeast
NC1 Renee Wert
 NMCRC Little Creek,
 VA
BM1 Marc Witt
 NRC Earle, NJ
EM2 Juan Arroyave
 NRRS Brooklyn, NY

Area West
EN1 Gregg Kuenning
 NRRS Lincoln, NE

Area Pacific
NC1 Gary Yu
 NRC Honolulu, CA

Area Central
OS2 David Ludge
 NMCRC Grand Rapids,
 MI

NRD Dallas
*AT2 Brandon W.
 McClain*

NRS Garland
NRD Houston
EN3 Roger M. Alvarez
 NRS Humble
*ABH3(SW) Gabriel
 Gonzales*
 NRS Pasadena

NRD Los Angeles
STG2 Oscar Ruiz
 NRS Downtown

NRD Miami
STS2(SS) Roy Oro
 NRS Hialeah

NRD Minneapolis
*ET3(SW) Damon C.
 Sims*
 NRS Crystal

NRD New York
*AZ2(AW) Daniel J.
 Figueroa*

NRS Jersey City
*DK3 Andrew K.
 Lo*
 NRS Flushing

NRD Philadelphia
*FC2(SW) Kevin M.
 Schrems*
 NRS Trenton

NRD Pittsburgh
*CS2(SS) Bryan
 Syster*
 NRS Greensburg

NRD Richmond
*OS1 Stanley
 Addie*
 NRS Chesapeake
*OS1 Michael
 Antonucci*
 NRS Suffolk
*FC1 Christopher
 Williams*
 NRS Chesterfield

NRD San Diego
*AMI(AW) Manuel
 Martinez*
 NRS Las Vegas
 Northwest
BM2(SW) James Jones
 NRS Upland
*OS2(SW) Jonathan
 Montoya*
 NRS El Cajon
*CE2 Rolando
 Cayetano*
 NRS National City

NRD San Francisco
*CM2(SCW) Emanuel
 Baptista*
 NRS Pinole
*ABE2(AW/SW)
 Troung
 Nguyen*
 NRS San Jose
*ABF1(AW) Thomas
 Wallace*
 NRS Merced



Best Stations In The Nation

February 2004

**Region West
 Small Station**
NRS Lake Havasu
 NRD San Diego

Medium Station
NRS Pinole
 NRD San Francisco

Large Station
NRS Pearlridge
 NRD Los Angeles

**Region Central
 Small Station**
NRS Marshall
 NRD Houston

Medium Station
NRS Crystal
 NRD Minneapolis

Large Station
NRS Florence
 NRD Indianapolis

**Region South
 Small Station**
NRS Palatka
 NRD Jacksonville

Medium Station
NRS Wyoming
 NRD Michigan

Large Station
NRS Melbourne
 NRD Jacksonville

**Region North
 Small Station**
NRS Annapolis
 NRD Philadelphia

Medium Station
NRS Poughkeepsie
 NRD Buffalo

Large Station
NRS East Orange
 NRD New York



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