

NAVY

# RECRUITER

Magazine for Navy Recruiters

September 2004



GENDER

CREATIVITY

CREATIVITY

CULTURE

ETHNICITY

AGE

GENDER

CREATIVITY CULTURE

ETHNICITY

RELIGION

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# Diversity

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# NAVY RECRUITER



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Editor, Navy Recruiter Magazine  
Navy Recruiting Command  
Public Affairs (Code 00P)  
5722 Integrity Dr. Bldg. 784  
Millington, TN 38054-5057  
Telephone: (901) 874-9048  
DSN: 882-9048  
Fax: (901) 874-9074  
email: nrmagazine@cnrc.navy.mil

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

CNOCM(AW/SW) Evelyn Banks  
*Navy Recruiting Command, Force Master Chief*

Lt. Bill Davis  
*Managing Editor*

JO1 Sonja Chambers  
*Editor*

JO2 Chris Conklin  
*Assistant Editor*

PH2(AW) Justin Bane  
*Graphics/Cover Photo Illustration*

YN3 Kristen Greenwood  
*Editorial Assistant*



## Diversity: A Top Priority

For many years, the Department of Defense (DoD) has set the national standard for issues of race and diversity. America's armed forces today are among the most integrated institutions in the country, far exceeding the diversity of most corporations and businesses in the civilian sector. The Navy has long recognized that contributions from people with different backgrounds, experiences, skills, and perspectives improve planning discussions and foster innovative thinking, creative problem solving, and a better understanding of organizational issues. These and other benefits make enhancing and maintaining diversity a top priority throughout the Navy.

What is diversity? The broadest concept of diversity encompasses much more than race or gender. Diversity refers to any of the many ways in which people differ from one another. In his Guidance for 2004, Chief of Naval Operations Admiral Clark noted that in addition to race and gender, diversity should encompass a Sailor's creativity, culture, ethnicity, religion, skills, and talents. Vice Adm. Hoewing, Chief of Naval Personnel (CNP), recently defined diversity with these words:

"Diversity refers to the collection of individual qualities that reflect a person's fundamental nature and contribute to his/her effectiveness, to include race, gender, ethnicity, religion, culture, talents, age, creativity, and socio-economic background."

These broader, more inclusive descriptions also closely reflect the view Millennials have of diversity. Those in our target market know that diversity is much more than fairness, equal opportunity, and affirmative action. For this plugged-in, networked generation, many of the attributes previously used to categorize individuals are



Photo by JOC(SW/AW) Monica Hallman

Rear Adm. Jeffrey L. Fowler talks to a delegate at the National Association for the Advancement of Colored People (NAACP) convention in Philadelphia, PA. Navy Recruiting and Navy Equal Opportunity Office each sponsored a booth at the event. Fowler, along with uniformed leaders of the other U.S. Armed Forces, attended a symposium that highlighted the many opportunities the military offers young people of all backgrounds.

arbitrary, irrelevant, self-defined, or defy categorization. Millennials have developed a healthy, holistic view of themselves, others, and society.



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

As the largest single pipeline of Navy manpower, Navy Recruiting Command is firmly committed to furthering diversity throughout the Fleet. Minority recruiting, though only one piece of the Navy's larger diversity initiative, is a major avenue through which Navy Recruiting contributes to Fleet-wide diversity. In addition to being easy to measure, minority accessions also project a near-term image of the face of the future Navy. This issue of *Navy Recruiter* magazine focuses on diversity within and outside Navy Recruiting Command.

Achieving and maintaining diversity is a business imperative that directly affects our bottom line. Not only does

diversity within the Navy workforce improve combat readiness, but it also helps retain qualified individuals and fosters a

**See FOWLER page 4**





Left: Rear Adm. Fowler speaks at an all-hands call to members of NRD Philadelphia during his visit July 14. The admiral talked to recruiters and support staff about active duty and reserve consolidation and recruiting goals and challenges. In response to recruiters' questions, he also spoke of keeping awards significant and merit-based and about the tattoo trend among young people that may be disqualifying good candidates from military careers.

Below: Rear Adm. Fowler presents CM2(SCW/SW/AW) David Garibay the Admiral's Accelerator Award during his visit to NRD San Francisco July 8.

Photo by JOC(SW/AW) Monica Hallman

**FOWLER from page 3**

reputation that helps attract future applicants and officer candidates. Attaining our diversity priorities is critical to ensuring the Navy of the future will reap the benefits and leverage the strengths a diverse workforce delivers.

We in the recruiting community are on the frontlines of the Navy's initiative to further diversify within the Fleet. National statistics tell us the American population is increasingly diverse, and it is imperative that we reach out to all demographic sections of the nation. We must build stronger partnerships with middle schools, high schools, colleges, and other institutions so young people from all walks of life are aware of the opportunities and benefits

the Navy offers. Guidance counselors, teachers, coaches, and members of boards of education need to be shown that we share their goal of higher education for students.

We must ensure that our NROTC and JNROTC programs flourish on campuses across the country. We must deliver the message that, rather than competing with institutions of higher learning, Navy opportunities can be conduits to advanced education and training, especially for students with limited financial resources.

We must mentor students and emphasize that naval service builds self-esteem, instills pride, and teaches leadership skills. We must reinforce through our actions and words that it is an honor to serve our nation, regardless



Photo by JO1 Kurt Riggs

of whether America is our homeland by birth or by choice. We must illustrate for them that the Navy equally welcomes and encourages all qualified young men and women to "accelerate their lives."

Helping diversify the Fleet is one more way Navy Recruiting is strengthening the Navy of tomorrow. We must reach out to all demographic sectors now; we

cannot wait for them to reach out to us. The differences within today's society will be among the future Navy's greatest advantages. Making diversity an integral part of our day-to-day business practices is crucial to our mission and the future of the Navy. Put diversity at the top of your personal priority list, shipmates, and keep charging.





## Diversity makes mission

As our CNO stated earlier this year, "It all starts with Recruiting Command." Likewise with *Diversity*, Navy Recruiting Command's team leaders embraced it and moved out on a mission. It just so happened that the Navy's ribbon cutting ceremony for the dedication of the Diversity Directorate at the end of July came just days following the unprecedented 36 consecutive months of making recruiting goals. This awesome accomplishment has never happened since the start of the all-volunteer recruiting force.

The Navy Recruiting Team embraced the concepts of diversity on many fronts. Not only race, gender, and ethnicity, but CNRC fully understood just how valuable the diverse talents, skills, ideas, and thoughts of the total team were to mission accomplishment.

To everyone who has worked hard over the past 36 months to make this celebration possible, I offer my sincere appreciation. Thank you for

your similarities—your combined commitment to our core values and to mission accomplishment; thank you for your differences—the opportunities to internalize those values as they relate to who we are as individuals, on and off the job; and finally, thank you and your families for the many sacrifices during the challenging times.

I encourage you to continue enhancing the overall efforts by embedding diversity in the fabric of our culture. According to our Chief of Naval Personnel, Vice Adm. Hoewing, "The way to change the culture is in embedded, formalized discipline, mentoring programs and formalized education, and learning programs embedded in our schoolhouses, not to highlight but to continue to be able to expose our Sailors and civilians to the power of a diverse Navy throughout their career."

This year, our boss, Rear Adm. Fowler, has made *Diversity* one of his top five priorities, and tasked us to make it

our own. As we move through the consolidation in the months and years ahead, I look forward to congratulating our many successful milestones and overall mission accomplishment. Recruiting a diverse Navy Force will not be an easy task, however I am confident in our abilities to succeed in recruiting a war fighting force that leverages the strengths of every person who chooses to wear the cloth of our Nation. Through diversity, let's take the leap from "good to great!"



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

NAVY  
accelerate your life

# Navy Recruiting sets new record

Story by JO2 Chris Conklin  
CNRC

Navy Recruiting Command celebrated the thirty-sixth consecutive month of making active duty enlisted accession and new contract objective goals July 31, while continuing to raise the bar for the sea service's future recruiting success.

Due to the unprecedented accomplishment of its recruiting force, the Navy has been able to concentrate on bringing in better quality recruits, reflecting the vision of the Chief of Naval Personnel Vice Adm. Gerald L. Hoewing.

"The sustained achievement our recruiters have produced for the past three years is central to our force-shaping goals for both the active and Reserve Navy," said Hoewing. "Their hard work is ensuring the fleet has the best educated, best qualified and most diverse Sailor possible. Our Navy recruiters have been doing a tremendous job and are critical to our success in shaping the Navy of tomorrow."

"It's rewarding to take young men and women and help them become people who really want to serve their country," said HT2(SW) Justin McNicol, recruiter in Moline, Ill. "I get tremendous satisfaction watching them mature from high school teen-agers to confident young men and women, ready to assume the helm of tomorrow's Navy."

Navy Recruiting has steadily increased the quality of its recruits by doubling the number of enlisted recruits with college experience. This has allowed for a more selective process

admitting more recruits from what it calls Test Score Category (TSC) I-III A, those applicants that score a 50 or above on the Armed Services Vocational Aptitude Battery (ASVAB). Increasing the number of applicants with above average test scores has helped contribute to a lower attrition rate for recruits in boot camp.



Photo by PH3 Joseph M. Buliavac

CNRC celebrates 36 consecutive months of meeting national active duty enlisted accession and NCO recruiting goals during a bell ringing ceremony July 30. Jackie DeNault(right), human resources administration assistant and longest serving CNRC member, ITCS(SW/AW) Elizabeth Ables of the Information Technology Department and CNRC's newest member, and CNRC Deputy Director Patrick Donahue had the honor of ringing the bell.

Likewise, CNRC has also been able to concentrate on creating a more diverse Navy. TSC I-III A minority recruits increased an average of 65 percent in the last year, and Navy Recruiting is expected to exceed that number in the future due to the inception of the new Diversity Advisor division at recruiting headquarters in Millington, Tenn.

Recruiters are pleased with the accomplishment as they steadily diminish the former record for recruiting of 21 consecutive months.

"It feels good to be out here working hard and knowing we are making a difference. It is a rewarding feeling to know that we

are making our goals and putting qualified people in the Navy," said AD2 (AW) Tyler Dexter, Recruiter in Charge of Navy Recruiting Station Plano, Texas. "I know that my station and other stations in my area are consistently exceeding our goals. It's really a great feeling to know I am contributing to CNRC's success."

That sentiment is shared in the Navy recruiter ranks. Many who have contributed to the success of recruiting have been able to go to their hometowns and recruit. YN2(SW/AW) Jason Bullock, a recruiter at Navy Recruiting Station Texas City, Texas, and native of near by Clear Lake, Texas, has been able to rise to the top in his recruiting district while serving close to home.

"I enjoy my Job," said Bullock. "A majority of the recruiters in the business feel the same way. We all have the motivation and drive to succeed. I feel like many of the other recruiters that it is important to motivate applicants to join the Navy. I

feel this mindset has allowed us to be successful and being this close to home allows me to feel more comfortable in doing my job as a recruiter."

Commander, Navy Recruiting Command, Rear Adm. Jeffrey L. Fowler, praises the work of CNRC personnel.

"I am particularly pleased that my hard working recruiters have raised the bar in so many areas while maintaining our streak of success. My recruiters have impressive young men and women waiting in an unprecedented Delayed Entry Program (DEP) pool to join our Navy and serve our country. My recruiters are using this time in the DEP for the growth and development of these future Sailors to be even more successful when they join our ranks."

# Recruiting Support Units: There to assist recruiters

Story by JO1 Sonja Chambers  
CNRC

Everyone involved in Navy Recruiting knows how difficult it can be. Working to make goal every month can leave little time for anything else, but Recruiting Support Units (RSU) are there to help.

RSUs are Naval Reserve units assigned to NRDs to assist recruiters mainly with the DEP but also with any other tasks.

“The original reason these units were established was to support the active duty recruiters with DEPPers,” said Capt. Kathryn Power, Commanding Officer of RSU 0946 in Memphis, Tenn. Power is also the nationwide RSU coordinator.

“For example, the Little Rock unit takes care of all of the regular local monthly DEP meetings across nine different Arkansas cities,” Power said. “They coordinate bringing guest speakers to the DEP training. The guest speakers are local veterans and other individuals that help sustain the enthusiasm and help keep the interest alive for DEPPers. We know that DEP attrition continues to be serious issue for CNRC,” said Power. “These units do an excellent job at keeping the DEPPers focused on improvement and interested in the Navy.”

Since the program’s inception in 1999, reservists have found ways to help with more than just the DEP. They support participants in the Navy Reserve Accession Course (NRAC) with training and counseling, assist in the inventory support for recruiting materials warehouses and support major events that occur in their geographic area.

“We make themselves available when the Blue Angels are in town,” said Power. “We can also help at fairs, parades and NASCAR races where the NRD needs extra hands and bodies to staff the recruiting booths, pass out information or to just be a visible presence at the event.”

Working on the weekends is commonplace for recruiters, but RSUs can provide

relief.

“The reservists are in place to help recruiters and improve their quality of life by relieving some of the workload,” said Lt. Cmdr. Curt Goetsch, Executive Officer of RSU 0946. “For example, recruiters don’t want to work seven days a week, so they can contact the RSU and coordinate with them in advance to do a weekend or extra hour activity for them.”

As nationwide coordinator, Power hopes to achieve a seamless partnership between the NRDs and RSUs to maintain and strengthen CNRC’s success.

“This is my fifth command, and I believe it is the most important in many ways because it’s really focused on the future of the Navy,” Power said. “We need to do the most credible job we can do about gaining into the

Navy the individuals that are going to lead us and be the warfighters of the future.”

RSUs can assist NRDs in all aspects of recruiting.

“Our goal is to educate NRDs on just how useful their attached RSUs can be in improving quality of life for their Sailors and greatly increasing the Navy’s exposure across diverse segments of the local population,” Goetsch said.

“Our RSUs have a strong customer service orientation to help their customer, and their customer is the recruiter,” said Power. “We’re in the business of serving our NRDs with the

enthusiasm and deep experience that characterizes all Navy reservists.”

For more information on the RSUs, contact Capt. Kathryn Power at [Kpower@samhsa.gov](mailto:Kpower@samhsa.gov) or at 301-443-0001.



Photo by JO1 Sonja Chambers

AW1(AW/NAC) Richard Kirkpatrick, E-Recruiting LPO at CNRC, explains the job listing process to Capt. A. Power, CO of RSU 0946. Power is the nationwide recruiting support unit coordinator. The units assist recruiters with the DEP.

## Recruiting Support Units

Unit	Location	CO Name
RSU0428	Amityville, N.Y.	Cmdr. Clint Morano
RSU0433	Bronx, N.Y.	Lt. Cmdr. Elizabeth Gracia
RSU0466	Colts Neck, N.J.	Lt. Cmdr. Peter Dunn
RSU0946	Millington, Tenn.	Capt. A. Power
RSU0930	Little Rock, Ark.	Lt. Cmdr. Michael Cheetham
RSU0937	New Orleans, La.	Lt. Cmdr. Michael Plasko
RSU0947	Bossier City, La.	Lt. Cmdr. Eric Wills
RSU1150	Broken Arrow, Okla.	Lt. Richard Lofgren
RSU1649	Kansas City, Mo.	Lt. Cmdr. Mark Voss
RSU1693	Wichita, Kan.	Lt. j.g. Ruthanne Grove-Alford
RSU1917	Las Vegas, Nev.	Lt. Cmdr. Joseph Gaither
RSU1939	Moreno Valley, Calif.	Lt. Cmdr. Sabrina Bobkowski
RSU1942	San Diego, Calif.	Cmdr. Scott Donaldson



# Diversity: Changing the face of the Navy

Story by JO2 Chris Conklin  
CNRC

It's been said that diversity is the backbone of America. As more and more ethnic groups become increasingly larger and the historical racial barriers diminish even further, the definition of diversity in society will likely change.

By the year 2050, the Hispanic population is expected to make up nearly 25 percent of the U.S. population, surpassing the African American population as the predominate minority group, while the percentage of the U.S. Caucasian population will drop nearly 20 percent from 70 percent to 52 percent.

These projections and the idea of the most recent generations becoming more relaxed with inter-racial dealings make ethnicity virtually an afterthought.

The Navy has realized this and sees that the demographic from which its future leaders come are changing: not only by physical characteristics, but by its members ideals as well. To get onboard with the change, the Navy has started its push through the guidance of Chief of Naval Personnel, Vice Adm. Gerald L. Hoewing, to change the way it looks at diversity.

The most general opinion of diversity is based on ethnicity, but the Navy is trying to go beyond that, while still maintaining an eclectic mix of ethnic groups in the Navy.

The Navy of the future is expected to be more agile, efficient and most likely have fewer personnel. The Navy is now looking at character background and life expe-

riences as key components in its mission for a diverse sea service to man its fleet with quality rather than quantity.

Recruiters are encouraged to find the best quality Sailors for the fleet, while maintaining the multi cultural image that reflects society.

"We want to make sure that we have the right population mix in the Navy that directly mirrors our society," said Capt. Dorice Favorite, Director of Navy Recruiting Command's Diversity Division. "Diversity is directly linked to fleet readiness, better leadership and mentoring. Recruiting the right mix of people into the Navy is all inclusive. Doing this allows for the Navy team to learn from one another," she said.

CNRC has affiliated with corporate America to showcase its opportunities to minority markets. It has looked to organizations such as Mexican American Engineers and Scientists, Society of Hispanic Engineers and National Society of Black Engineers to get the word out.

CNRC has increased its standards while recruiting and likewise

**"[Diversity] needs be about incredible power of the new and different ideas that come naturally from the attributes our people bring with them from our society."**

Vice Adm. Gerald L. Hoewing  
Chief of Naval Personnel

Recruiting is a large part of the diver-

sity plan.

See **DIVERSITY** next page

## BET Awards

A02 Johann Aaron (left) from NRS Santa Monica and NCCS(AW) Eugene Bouchand, Metro Zone Supervisor from NRD Los Angeles, speak to Ruben Studdard, "American Idol" winner. Aaron and Bouchand assisted the Naval Media Center in getting celebrity messages to the troops during the BET Awards at the Kodak Theater in Hollywood on June 29. Messages to the troops are a familiar sight to anyone who has been stationed overseas. Instead of commercials, the American Forces Network airs public service announcements, local host country information and words from military leaders during show breaks. Many popular personalities came before the camera for the two NRD Los Angeles Sailors. "Some of the stars were being ushered quickly across the red carpet and not stopping to talk to anyone," said Aaron. "When I shouted out to them they saw us in our uniforms and made a point of coming over and talking just to us. It was a really cool thing for them to do."





# Diversity and Advertising: Placing the Navy's message

Story by JO1 Sonja Chambers  
CNRC

CNRC is tasked with recruiting the Navy of the future. To recruit the right mix of Sailors, CNRC's advertising department targets the African-American, Hispanic-American and Asian-American markets along with the general market.

"We did general market, Hispanic and African-American research and analyzed the differences," said Michelle Lee, CNRC's Diversity Program Advertising Manager. "We then came up with a specific message for each group."

Each group focused on different things that would get them to join the Navy.

"On the Hispanic side, it was more about high-tech, education and showing the Navy is not an all day, everyday job," said Lee.

The commercial directed at Hispanic-Americans shows a petty officer playing basketball and riding his motorcycle first, then showing him in the Navy.

"A lot of Hispanics think that the Navy is going to take them away from

their family, drop them in the middle of the ocean and not be able to do anything until they get out, so why would they want to do that," said Lee. "We're saying that the Navy's not like that."

The African-American "Person in Me" campaign came out of the specific market research as well.

"Our research showed that African-Americans wanted to be entrepreneurs," Lee said. "We looked at that and came up with a campaign that shows the skill sets that you learn in the Navy, like organizational and leadership skills that can get you to where you want to be."

The Navy has recently added focus to its advertising campaign to include African-American and Hispanic-American groups.

"In all my years of working for the Navy, they have never had a television commercial geared toward



African-Americans or Hispanics," said Lee. "It all came about in the two and half years that I've been doing this job. The message has to be tailored to the group. They need to see how the Navy is going to benefit them."

## **DIVERSITY from page 8**

has followed suit with minority recruiting. It has lowered its numerical goal in these markets as it has for recruiting across the board and has been instructed to increase the number of females in technical ratings by two percent annually.

But with all the new initiatives for diversity and the different ideas of diversity, the Navy still is cautious with this topic and realizes its mission, while looking for the best minority candidate, is to find the highest qualified candidate to man the Fleet.

"Diversity candidates are out there," said Favorite. "We in recruiting may need to work harder to find them and

explain what the benefits of the Navy are.

"You don't, however, want to push diversity like the hot topic of the year. It is and should be a way of life. It is not color of skin; it is what Sail-

ors and officers bring to the table. We have come a long way in the Navy."

CNRC is looking to take the future of the Navy's diverse population even further. Its recruiters who are

charged with recruiting men and women into its ranks will continue to find the best quality for the Fleet from all backgrounds and cultures to create a dynamic Navy force.



Photo by Mr. Damon J. Moritz

## **First Buddhist Chaplain commissioned**

Rear Adm. Louis V. Iasiello, Chief of Chaplains, left, and Vice Adm. John Cotton, Commander, Naval Reserve Force, watch as newly-commissioned Lt. j.g. Jeanette Gracie Shin signs her Oath of Office in the Pentagon. Shin is the first Buddhist Chaplain in the Department of Defense. She first entered the military by enlisting in the Marine Corps in 1988. Following her honorable discharge in 1992, she earned a Bachelor of Arts degree from George Mason University in Philosophy and Religious Studies, and later a Master of Arts

degree in Buddhist Studies from the Graduate Theological Union/Institute of Buddhist studies located in Berkeley, Calif.

# NORU Sailor helps recruit for Iraqi Army

Story by JO2 Chris Conklin  
CNRC

It's well known in recruiting that a Navy recruiter's job is difficult; working long hours, trying to adequately convey Navy opportunities in areas of the country that are unfamiliar with a nautical atmosphere to young men and women to whom a life in the sea service is unfamiliar.

But recently one recruiter has gone from the "routine" challenges to life threatening situations by recruiting in a war zone.

NCCM(SW) Greg Rabung volunteered to take his more than 13 years of military recruiting experience to the front lines of Iraq and help Iraqi officials recruit for a start up military to assist in the transfer of sovereignty back to the Iraqi people.

When asked why he would take his talents to the Middle East that is in such upheaval instead of doing his assigned duties in sunny Pensacola, Fla., Rabung eagerly answered: "to be a part of history."

Rabung reported to the Navy Recruiting Orientation Unit (NORU) in Pensacola, in December of 2003. The next month, this 20-year Navy veteran

was on his way to Iraq to assist in implementing recruiting strategies with a handful of other U.S. military personnel with experience in military recruiting.

While in Iraq, it didn't take long for Rabung to see first-hand the dangers of recruiting in war. On his first day in Iraq, he was in a convoy to Rhamadi when it struck a roadside explosive.

Rabung and his recruiting counterparts were responsible for implementing recruiting practices that would allow them to recruit 27 battalions for the new Iraqi Army. His main responsibilities included processing and maintaining the criteria set for applicants.

"When I got there, three recruiting centers were already operational," said Rabung. "The plan was to open another nine recruiting centers throughout the country. We trained

Iraqi recruiting officials on how to do the processing of applicants, and showed them how to ship people to training facilities.

"We handled analysis of the population and we advised on whether or not they needed more recruiting centers to meet the manning goal," he said.



Photo courtesy NCCM(SW) Greg Rabung

NCCM(SW) Greg Rabung went to Iraq to help recruit for the Iraqi Army. With 13 years of military recruiting experience, he helped establish five operating recruiting centers for the Iraqi Army.

Before Rabung and the other members of his recruiting team arrived in Iraq, the career recruiter described the recruiting centers as virtual unemployment offices. Rabung and his team changed that. They provided structure to the process.

Rabung described the actual process of recruiting individuals as pretty easy.

"We just advertised with flyers, and they would line up. We would be open, and the recruiting centers would see nearly 125 people per day, and that was their max. We would be able to recruit, screen them through a medical process and interview them each that day," said Rabung.

Rabung felt the experience was personally rewarding, and felt that he made a difference in helping to accomplish the total mission in Iraq.

"When I got there, they had no infrastructure for recruiting, and now they have five operating recruiting centers that are under Iraqi control and a recruiting headquarters. That is rewarding to see that take place and know you helped."

Rabung has since returned to Pensacola and is once again using his talents to recruit for the Navy by helping to train new Navy recruiters at NORU.



Photo courtesy NCCM(SW) Greg Rabung

Potential recruits line up to join the Iraqi Army outside the recruiting compound in Iraq. NCCM(SW) Greg Rabung trained Iraqi recruiting officials on the processing of applicants and shipping people to training facilities.



# Six high school Seniors set course with Navy

**Story by JO1 Candice Hale  
NRD Denver**

With the close of the 2004 school year, the year's seniors are taking their first steps into the journey ahead and a new group moves to the front lines of decision time.

What will we do after high school? How will I stay close with my life-long school friends? How will I pay for the next stage of my education? These are all questions that plague a new high school senior. They're questions that are already answered for six friends at Bennett High School in Bennett, Colo.

Brandon Bernard, Holly Finnesy, Nicole Finney, Jason Hawthorne, Garrett Hull and Amanda Langley are six school friends and next year's high school seniors who are continuing onto their next journey together, in the United States Navy.

"We don't even know how it happened," DEPPER Bernard said as he explained the story to a CBS affiliate news reporter at NRD Denver head-

quarters. "We all just came to the same individual decision at the same time, and I'm sure we'll stay real tight throughout the whole process." Bernard chose to become an Operation's Specialist in the

Navy, with an option of Navy Seal training. His friends took various jobs including aviation fields in Air Crew, Hospital Corpsman and Cryptologist.

The group's Navy recruiter, QM1(SW) James Witts (center) of NRS Aurora, is excited for his close group of Delayed Entry Program members. "They get to graduate high school together as friends, and they're scheduled to ship to boot camp at the same time, in June of next year," he said. "The experience of boot camp is such a growth process; it'll be a great thing for these kids to go through it with their pals along for the ride."

When asked what motivated them to choose the Navy, they all cited the Navy's world travel opportunities, 100 percent tuition assistance and high-tech job experience as big decision-making benefits.



Photo by JO1 Candice Hale

QM1(SW) James Witts (center) of NRS Aurora, NRD Denver, recruited six high school friends from Bennet High School in Bennett, Colo. They will ship to RTC next June.

# WWII sub gets warm welcome

**Story by JO2 Buddy Smith  
NRD New Orleans**

A World War II hero, the retired USS Razorback (SS 394), was given a welcome-home ceremony in New Orleans June 19, after its final days of service in the Turkish Navy.

NRD New Orleans and Naval Support Activity New Orleans supported her return by providing public affairs assistance and personnel for the ceremony.

NC1 Nita Webb, NRD NOLA LEADS Supervisor, played taps in the ceremony.

"I thought that it was a great experience. I truly enjoyed

myself," she said.

The submarine has a great past, and soon it'll be a museum in



Photo by JO2 Buddy Smith

Sailors from NRD New Orleans assisted in the homecoming ceremonies for USS Razorback (SS 394) as she pulled into a New Orleans port June 19.

Arkansas that will educate people

about Navy history. Hopefully its story will inspire people to join.

"Anything that brings Navy exposure to Arkansas...can only help Navy recruiting, so that's why I volunteered my command and wanted to help," said Cmdr. Brent Clarke, Commanding Officer NRD New Orleans, a submariner himself.

The WWII submarine will make her final home in North Little Rock, Ark., to help educate people about the Navy and its history.

For many years to come, Americans can walk inside the Razorback, through her passageway and let her tell the story of life at sea and at war.

# Service members honored in Miami-Dade County

Story by JOC Sandra Ramirez  
NRD Miami

Miami-Dade County and the City of Miami honored military service members and their families recently with a Salute to Florida Heroes and a Multi-Cultural Concert Event at Bayfront Park in downtown Miami, Fla.

Hundreds of service members were present, including NRD Miami and Naval Reserve Recruiting Region Southeast, as city officials and Florida's governor, Jeb Bush, thanked those present for their sacrifices.

"We're grateful for your patriotism," Bush said. "Of all the privileges of service, the one I respect the most is to be the commander-in-chief of the (Florida National) Guard. On behalf of Florida, I thank you all for protecting our nation."

This was a great opportunity for the South Florida community to show its support for the troops. The event was organized as a welcome-home celebration for Florida's military men and women who served in Iraq and Afghanistan and to honor those who are serving in the state. The afternoon was highlighted by a salute to fallen service members.

"The beacon of hope is protected and kept alive by the sacrifices of the men and women of the United States," said Congressman Lincoln Diaz-Balart. "To you, our eternal gratitude."

AO2(AW) Marvin Knowles, of Palatka, Fla., attended the salute with his wife, son, two nieces and a nephew, and the local outpouring of support impressed him.



Photo by JOC Sandra V. Ramirez

AO2(AW) Robert. D. Flake of Fort Smith, Ark., and IC2(SW) Tanya Santiago of Lakehurst, N.J., meet with Florida Gov. Jeb Bush during the Salute to Florida Heroes at Bayfront Park in downtown Miami, Fla. The event was co-sponsored by Miami-Dade County, the City of Miami and the National Guard, and featured children's activities, an international food fair, a multi-cultural concert event and a fireworks show.

"I was born and raised in Florida, and I thought it was important for us to attend this event, which was outstanding," said Knowles, a recruiter at NRD Miami. "I wanted to expose my family to this type of support from the community. The speakers were great and my family especially enjoyed meeting other service members and asking them about their uniforms."

Co-sponsored by Miami-Dade County, the City of Miami and the National Guard, this event is one of five welcome-home celebrations scheduled across the state.



Photo by JO1 Daniel Day

## NASCAR Reenlistment

Rear Adm. Mark Fitzgerald, Director, Air Warfare Staff, Chief of Naval Operations (left), reenlists Sailors at the New England 200 held at the New Hampshire International Speedway in Loudon, N.H. on July 24. Pictured left to right are: EM1 Kevin Roux, recruiter with Naval Reserve Recruiting Area North; MM1 William Abbot, Navy Submarine Support Facility New London, Conn.; and SK2 Brian Hutchinson, Navy Submarine Support Facility, New London. Roux, whose wife, Lisa, and daughter, Olivia, attended the event, was one of two Sailors selected as an honorary pit crew members for the race.



# New calling system saves recruiting dollars

Story by JO2 Chris Conklin  
CNRC

CNRC rolled out its new enhanced call routing system June 4 to end the need for Navy recruiters to accept collect calls from applicants and save an estimated \$9,000 a month.

1-800-NAVRECR will now allow applicants, DEPPers and family members of DEPPers to contact members of the recruiting force through an automated calling system that will not accrue collect long distance phone charges.

According to Jay St. Clair, CNRC's Telecoms Manager and Program Analyst, the new system will make collect calling virtually obsolete in the sea service's recruiting efforts for both active and Reserve recruiting.

"The system uses recruiters' zip codes to route calls from out of local calling areas directly to the recruiting office," he said. "The caller will be able to call the new number and simply go through the menu, enter the zip code and be routed to his or her

recruiter.

"In the past, many recruiting stations have had answering systems that began with the recruiter stating they accept collect calls. This will no longer be allowed. The new system will



Photo by JO1(NAC) Jason Penny

The enhanced call routing system will allow recruiters like BU2(SCW) Jason J. Young from NRS Downey in California help save CNRC money.

also have administrative instructions that direct recruiters to no longer accept collect calls. The system will also bring about a block on collect calls, eventually," said St. Clair.

Also, according to St. Clair, many NRDs already employ their own call routing systems. These systems will be discontinued causing even greater cost savings for recruiting.

The new calling system is not

intended to be used for general information on Navy opportunities, said Angela Bumbrey, CNRC's Interim Director of Local Advertising and Leads.

"The ECR is not a number for callers who have had no previous contact with a recruiter or may wish to speak to someone about the Navy in general, or get additional information on Navy programs," said Bumbrey. "It is not meant to generate leads, handle informational calls or provide prospect fulfillment. This system's primary purpose is to eliminate collect calling and assumes that the caller has made prior contact with a recruiter; and that recruiter has provided the caller with the

ECR number and zip code of the NRS/NRRS where the recruiter is located. Callers that have had no prior recruiter contact and who are interested in obtaining additional information on the Navy and Navy programs should contact 1-800-USA-NAVY," she said.

For more information on the ECR program, contact Jay St. Clair at (901) 874-9360 or DSN 882-9360.

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

4 Sep.  
10 Sep.  
25 Sep.  
9 Oct.  
15 Oct.  
23 Oct.  
30 Oct.

Californiaspeedway.com  
Funai 250  
Dover International Speedway  
Mr. Goodcents 300  
Little Trees 300  
Sam's Town 250  
Aaron's 312

Los Angeles, Calif.  
Richmond, Va.  
Dover, Del.  
Kansas City, Kan.  
Charlotte, N.C.  
Memphis, Tenn.  
Atlanta, Ga.

# CNRC congratulates newly selected Chiefs

## CNRC HQ

ITC(SW) Russell Peterman  
PHC(AW/SW) Essex Moore

## NRD Atlanta

QMC Dorothy Averhart

## NRD Buffalo

NCC James Parker  
NCC Stacy Streb

## NRD Chicago

NCC Dean Fuller  
CTTC Ryan Gerlach  
MUC Douglas Loose  
NCC Douglas Simpson

## NRD Dallas

NCC Frank Aloise  
ENC Hubert Robinson  
EMC Glenn Williams

## NRD Houston

BMC Trevor Davis

## NRD Indianapolis

MMC(SW/AW) Patrick  
Brigman  
ATC(AW/SW) Billy Downing  
ITC(SW/AW) Robert Gans  
HTC(SW/AW) Brian Self

## NRD Jacksonville

NCC(SW) Darrell Capers  
NCC Richard Cacalier  
CTTC(SW/AW) Valentino  
Espinoza  
NCC(AW) Laneisha Fleming  
GSMC Hector Jimenez  
STGC(SW) Joseph Laperriere  
YNC Orlando Rolongarcia  
CSC(SW) Duane Spears

## NRD Kansas City

ETC(SS) Lawrence Kuffel  
STGC(SW) Daniel Leathers  
NCC(SS) James McKenzie  
DCC(SW) Adam Monsees  
EMC(SS) Jeffrey Mowrey

## NRD Los Angeles

EMC Christopher  
Campana  
SKC Charles Tugaoen  
NCC Andrew Morrissey  
GSMC David Delgado

## NRD Miami

EMC(SW) John  
McIntyre Jr.  
NCC(AW) Michael  
Sunday

## NRD Michigan

BUC(SCW) Shawn  
Babb Jr.  
MMC(SW) Robert  
Miller Jr.

## NRD Minneapolis

NCC Scott Bergoyne  
NCC(SW) Christian  
Tennant

## NRD Montgomery

FTC Ronald Barrow  
HMC James Garvin  
CTRC John Koenig  
CSC Johnny Parker  
BMC Jerry Ramos

## NRD Nashville

ITC David Bucko  
STSC Brian Nichols  
QMC Clarence Tolbert

## NRD New England

FCC(SW) Daniel Griffin

## NRD New Orleans

SKC(SW) Allan Thomas

## NRD New York

GMC(SW) Stanley  
Cargin  
ETC(SS) Steven David  
NCC(SW) Nelson  
Santiago

## NRD Ohio

NCC Ryan Levan

## NRD Omaha

MAC(SW) Christopher  
Edwards  
CTRC(SW) Todd  
Frerichs  
FCC(SW) Craig  
Jacobson

## NRD Philadelphia

NCC(SW) Sean  
Cleveland  
BMC(SW) Rasheed  
Hansford  
NCC(SW) James  
Masino

## NRD Phoenix

DCC Frank Beckley  
BMC Scott Fraser  
NCC Charles Whitfield

## NRD Pittsburgh

CEC Roberto  
Henningham  
MAC Michael  
Lombardozzi  
ABEC Casey Nalley  
EMC David Seabolt

## NRD Portland

HTC Scott Lundren  
NCC Anthony Radonski  
NCC Raymond  
Trautman

## NRD Raleigh

NCC Stacey Butler  
OSC Delton Carmon  
ABHC Dwayne Collins  
AZC Eric Johnson  
NCC Douglas Pressley  
FCC David Shook

## NRD Richmond

MAC Tricia Gonzalez  
OSC(SW) Kevin  
Matague

## NRD San Antonio

DCC(SW/AW) Everett Diaz  
ETC(SW) Ronald Lyons  
NCC Dexter Smith  
NCC(SW) Kenneth Mallory

## NRD San Diego

MMC(SW) Brian Curry  
MRC(SW) Albert Dionisio  
NCC(SW) Kellie Fernandez  
HTC(SW) Pamela Hill  
GSEC(SW) Adrian Lucina  
SKC(SW) Pedro Maaghop  
EMC(SW/AW) Rodolfo Rufo

## NRD San Francisco

ATC(AW/SW) Thomas  
Anderson  
FCC(SW) Jose Miramontes  
FCC(SW) Daren Sanford  
NCC Michael Torian  
DCC(SW) Larry Swaim

## NRD Seattle

FTC(SS) David Bristol  
QMC(SW) Michael Eaton  
FCC(SW) Thormond Forseth

## NRD St. Louis

ABFC(AW) Percy Maness Jr.

## CNRRR

NCC Clifton Alegre  
NCC Michael Barber  
NCC Al Buhain  
NCC Jon Cox  
NCC Wendy Cruz  
NCC Robert day  
NCC Ernesto Diaz  
NCC Melvin Dixon  
NCC George Forrest  
NCC Rachel Gonzales  
NCC Jason Martin  
NCC Steven Nocero  
NCC Curt Rodriguez  
NCC Vilma Rosario  
NCC Aaron Smith  
NCC Randy Sult  
NCC Albert Torres  
NCC John Wheat  
ITC Michael Robinson  
YNC(AW) Linda Lewis





# Admiral's Five-Star Recruiters

June 2004



<b>NRD Atlanta</b> CS1 Gregg M. Thompson NRS Richland North East IT2(SW/AW) Gerome A. Burrell NRS Orangeburg	<b>NRD Indianapolis</b> AT2(AW) Christopher L. Dixon NRS Marion	<b>NRD Michigan</b> DC2(SW) Joseph J. Thomas NRS Saginaw	<b>NRD Philadelphia</b> BM1(SW/AW) John K. Kirkman NRS Laurel	<i>EW2 Mauro DeLaRiva</i> NRS El Paso
<b>NRD Buffalo</b> FC2(SW) Richard W. Carino NRS Waterbury	<b>NRD Jacksonville</b> QM2 (SW) Christopher Sweeney NRS East Jacksonville	<b>NRD Montgomery</b> NC1(SW) Kelby T. Thornton NRS Warrington	<b>NRD Portland</b> STS2(SS) Zeb Ali NRS Boise	<b>NRD San Francisco</b> AZ2 Alex Alejo NRSVisalia
<b>NRD Chicago</b> CTMC(SW/AW) Marielle Hagman NRS Valparaiso	<b>NRD Kansas City</b> STGCS(SW/AW) Windell S. Atchely NRS Fayetteville FC2(SW/AW) William B. Pettitt NRS Enid	<b>NRD New England</b> IC2(SW) Michael Marshall NRS East Providence MR2(SW) Kevin Porter  NRS Concord	<b>NRD Raleigh</b> AO1(AW) Joey G. Strange NRS Jacksonville EM2(SW) Kenshun R. Hadley NRS Henderson	<b>Area Central</b> HM2 Erwin Amar NRC Great Lakes
<b>NRD Dallas</b> BM2(SW) John W. Kerr NRS Arlington IC1(SW) Diana E. Johns NRS Denton IT1(SW) Kevin C. Matza NRS Hurst	<b>NRD Los Angeles</b> BM2 Edward P. Bazile NRS Lancaster AE1(AW) Jayson S. Belmes NRS Guam EM3 Hector G. Correa NRS Pasadena STG2 Oscar Ruiz NRS Downtown	<b>NRD New Orleans</b> GSM2 Kerry J. Higgs NRS Shreveport BU2 Kevin D. Morrison NRS Gretna	<b>NRD Richmond</b> NC1(AW/SW) Christopher M. Frye NRS Huntington GSM2(SW) Marshall F. Jones NRS Woodbridge ABF2(AW/SW) Daniel J. Ramos NRS Richmond TM2 Tyrone L. Brown NRS Newport News BM2(SW/AW) Jimmie J. Brown NRS Chesapeake NC1(SW) Robert P. Leonard NRS Beckley	<b>Area Northeast</b> NC2 Kimberly A. Cruz NRRS Norfolk HM2 Jeremy D. Geer NRRS Little Creek NC1 Andrea A. Martin NRRS Norfolk
<b>NRD Denver</b> QM1(SW) James Witts NRS Aurora AE2 Allison McClellan NRS Ft Collins	<b>NRD Miami</b> ABF3(AW) Ezquial Altamirano NRS Plantation SH2(SW/AW) Rodne Joseph NRS Fort Lauderdale STS2(SS) Roy Oro NRS Hialeah	<b>NRD Ohio</b> EM2(SW/AWW) Gregory Holmes NRS Lakewood SK1 Leon Moore NRS Columbia East	<b>NRD San Antonio</b> ET2 Kevin Shepherd NRS Killeen MM1 William White NRS Round Rock	<b>Area Pacific</b> OS2(SW) Casey King NRRS NAVSTA San Diego
<b>NRD Houston</b> YN1(SW) Shawn C. Garner NRS Tomball HM2(FMF) Louis D. Streb NRS Lufkin DK2(SW) Eleazar Arreola NRS Texas City		<b>NRD Omaha</b> FC2(AW/SW) Jeremy A. Starmer NRS Rapid City CM2(SCW) Jason K. Cox NRS Sioux Falls		<b>Area South</b> NC2 Juan Lamogliachinchilla NMCC Austin SH2 Luis Chavira NMCRC El Paso
				<b>Area West</b> IT2 Scott Moren NRC Bangor IT1 David Dotson NRC Kansas City EO2 Robert Medal NRC Bangor



# Best Stations In The Nation

June 2004

<b>Region South</b> Small Station NRS Vincennes NRD Nashville	<b>Region West</b> Small Station NRS Security NRD Denver	<b>Region North</b> Small Station NMCRC Lehigh Valley NRD NRRC Area NE	<b>Region Central</b> Small Station NRS Irving NRD Dallas	<b>Reserve Region</b> Small Station NMCRC Augusta, GA Area Southeast
Medium Station NRS Bellevue NRD Nashville	Medium Station NRS Clovis NRD San Francisco	Medium Station NRS Newport News NRD Richmond	Medium Station NRS Coon Rapids NRD Minneapolis	Medium Station NMCRC Spokane, WA Area West
Large Station NRS East Jacksonville NRD Jacksonville	Large Station NRS Downtown NRD Los Angeles	Large Station NRS Oxon Hill NRD Philadelphia	Large Station NRS Garland NRD Dallas	Large Station NRC Bangor, WA Area West



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