

News and Notes from National President James H. Offutt

August 2014

Dear Fellow Navy Leaguers,



I hope you are enjoying your summer. My travel schedule has taken me to Seattle, where I attended Seafair and Fleet Week. What a great sight to see Sailors and Marines all over the city having liberty in uniform. I hope they did not have to pay for their own libations. I hosted a couple of midshipman one evening and continue to be impressed with our future officers. I witnessed the parade of ships and a Blue Angels air show. I visited several U.S. ships and two Canadian ships. The Seattle Council held their Sea Services appreciation luncheon, where they recognized award winners from local and visiting commands. What an impressive group!

The following weekend I attended the Commander Naval Surface Force, U.S. Pacific Fleet (SURFPAC), change-of-command ceremony in San Diego. Chief of Naval Operations ADM Jonathan W. Greenert spoke of the daunting task of managing over 60,000 people and the deployment of our surface force around the world. I then went to Long Beach for Los Angeles Navy Days. Navy ships in port created long lines for the public visits. In talking to the Sailors and Marines on the ships, I found they are proud of their ships and very much enjoyed hosting the public and Navy Leaguers. A big part of the celebration was a STEM (science, technology, engineering and math) display and ship tour attended by 3,000 Sea Cadets. The weekend was finished off with the Pacific Southwest Region Meeting onboard the museum battleship *Iowa*.

Please note and take action, where appropriate, on the information presented below that I have gathered for your benefit.

Combined Federal Campaign

The Navy League kicks off its nationwide Combined Federal Campaign (CFC) on Sept. 1. Federal civilian, postal and military personnel are eligible to make charitable contributions through payroll deductions until Dec. 15. CFC is the world's largest and most successful annual workplace charity drive, with almost 200 campaigns throughout the country and overseas raising millions of dollars each year.

There is an opportunity for Regions and Councils to be involved and share in CFC contributions. Please contact your Region President, or Stacy McFarland at Navy League Headquarters at smcfarland@navyleague.org

Federal employees can show their appreciation to the U.S. Navy, Marine Corps, Coast Guard and U.S.-flag Merchant Marine by designating #58495 for this year's Navy League CFC campaign. For more information, visit www.cfctoday.org

Navy Birthday Celebration

The Navy League is working with Navy Staff and Fleet Forces Command to expand the strategic messaging and increase its community outreach. Part of this effort is the Navy-Navy League cooperation on increasing the significance and visibility of the Navy Birthday. Navy League Councils wishing for uniformed support for a Navy Ball, or other similar event, can request that support through



NLUS National Headquarters. NLUS will either assist at our level or put the Council in direct contact with Fleet Forces Command to request uniformed support in the form of a senior active-duty speaker and other possible Navy assistance.

At the strategic level, the vision for the Navy Ball program from the Chief of Naval Operations (CNO) is to provide a common theme and core package (birthday letters from the CNO, Master Chief Petty Officer of the Navy, fleet commanders and historical highlights, etc.) which any unit can access and form a program. This would be for every unit, from ships at sea to large commands. On the Navy League side, the Navy wants us to assist them to expand the number of balls or units we support. This could be as little as helping a local unit get their first ball organized or assisting getting speakers, or as large as a Council sponsoring a Ball.



Our goal at NLUS is to make all these options as easy as possible. Eventually, the graphics, historical themes and letters, including one from the Navy League President, will be downloadable from our website so that the cost and effort of creating a printed program would be minimal. Again, if any council wishes to request uniformed support for a Navy Ball, or other similar event, write Aubrey Collier, Staff Director, Field Services and Council Operations, at acollier@navyleague.org

Navy League Online Community

The Navy League Online Community provides exciting features to our Navy League members, such as the Field Activities Calendar. Click on the "Calendar" tab to see all the activities happening in the Navy League community. This calendar is available to ALL Navy League Councils to post their Council's events. All your Council needs to do is provide to Aubrey Collier (acollier@navyleague.org) the title of the event, date of the event, location (address), the time of the event, point of contact with phone and email address, and a description of the event.

To log into the Online Community, all you need is your Navy League Membership Number. If you have any questions or need help to set up your account, contact Navy League Member Services toll free at 800-356-5760  800-356-5760, or 703-528-1775  703-528-1775, or by email at service@navyleague.org

Calling All Husband & Wife Members

If you have a Husband & Wife membership and wish to receive only ONE *Seapower* magazine or any other Navy League mailings, please contact Cynthia Bryant, Senior Director of Membership Services, toll free at 800-356-5760  800-356-5760, by phone at 703-528-1775  703-528-1775 or by email at service@navyleague.org

Please forward this information to your council's Membership Chair so he/she can contact the husband and wife members in your council.


Sea Cadet Update

I have proclaimed the month of September "Naval Sea Cadet Corps Month," in recognition of the many benefits we all realize from this premier youth program. While you are urged to fully support the NSCC program throughout the year, designating September as Naval Sea Cadet Corps Month will give you an opportunity to place special emphasis on the Navy League's exclusively sponsored youth development program. As of Aug. 1, there were 395 active Sea Cadet units.

The memorandum and proclamation can be located in the Council Resources page under Communications at http://navyleague.org/councils/council_resources.html

Please forward this link to your Newsletter Editors and Webmasters for posting on your council's website and newsletters.

Media Tools You Can Use

With advertising costs rising, there is a way to let your local news and media outlets know about your Council's upcoming special events. Vocus is a media outreach and monitoring software that the Navy League Communications Department uses to distribute press releases and media alerts. The software is used to build email lists targeting specific locations and areas of interests, and has a reference database of over 14 million journalists, bloggers and those of influence that may be interested in covering your event or news coming out of your Council. For more information about how you can put this service to work for your Council, email Amy Wittman, Staff Vice President of Communications and *Seapower* editor in chief, at awittman@navyleague.org, or call 703-312-1580  703-312-1580.

Want to let other Navy Leaguers know what your Council is up to? You have two venues in which to tell your story -- "The Navy Leaguer" quarterly digital newsletter, and the Navy League News section of *Seapower* magazine. To tell your story, make sure you include in an email the five Ws -- the Who, What, Where, When and Why - along with a contact name and number should we need more information. For "The Navy Leaguer," email communications@navyleague.org, and for *Seapower*, email Deputy Editor Peter Atkinson at patkinson@navyleague.org

Best Practices - Taking the Navy League Message to Businesses and Companies

Kathleen Branch is coordinating a "Best Practices" collection of council events and programs. Please email Kathleen at branch_kathleen@yahoo.com with your council's stories and pictures of a successful event that you would like to share with other councils! These "Best Practices" will be made available in the Online Community in the near future in pdf format. Until then, new Best Practices will be sent to Council Presidents, Area Presidents, Region Presidents and National Directors via email.

How we can employ new or different strategies in delivering the Navy League message in an effort to reach a greater audience and increase membership? Owen Watford, President of the Long Island Council, took the Navy League message to his corporate clientele by simply asking if they have 15 minutes to hear about the Navy League. His 15-minute presentation explains the importance of strong sea services to commerce/trade. He provided handouts and literature. This simple action has resulted in over 30 new members!

Owen's Best Practice:

"I have the good fortune of enjoying a healthy relationship with many business associates. In my line of business as Business Development Manager, I've developed relationships with clients which also, in many cases, led to friendships. Just as I've taken the services my company offers to the corporations, I've used the same approach in taking the Navy League message to the corporations. I've reached out to the clients that I have relationships with and asked permission to visit their business to introduce the Navy League and our message."

The following steps were taken:

- Table is provided to display literature, applications, etc.
- Council Banner displayed
- Depending on the corporation, employees were allowed to visit the table during breaks or a specific time during the day was allotted for a group to sit in on a short presentation, which is the preferred method

- The message has to be short and to the point stressing the need for strong seagoing services

"My message usually starts out by reminding the audience why we love this great country, the United States of America and having love for this country motivates us to fight or advocate for the ideals that made this country great."

- This country must remain great through commerce and trade, which maintains a vibrant and robust economy
- We must remain focused on our national security. Other countries endeavoring to out-build us in Navy ships
- With so much unrest around the globe, we need to be in a state of readiness
- Educate the general public about the importance of a strong sea going services
- Keep the pressure on our legislative officials and congress to keep increasing the funding for our shipbuilding
- Youth programs, such as Sea Cadets and JROTC

"I did three of these type visits in my first year as Council President, and realized close to 30 new members signing up. I realize that this may not work for each council, but everyone knows or is in some way connected to or affiliated with some type of business or institution, i.e., banks, stores, hospitals, churches, and any type of business that we patronize."

If you have questions or want more information about this "Best Practice," please contact Owen at Owatford@retlif.com

AmazonSmile!

Do you use Amazon.com for your shopping needs? Now you can support the Navy League of the United States and the Navy League Foundation while shopping! AmazonSmile is the same Amazon you know. Same products, same prices, same service, but 0.5 percent of your eligible purchases are donated to your designated charity. Visit smile.amazon.com today to get started.

Navy League Presentations

Many Navy League councils are making plans for this year's fall events, which may include membership drives. One way to increase community awareness of your Council is to schedule NLUS presentations to your local community groups. The Communications Committee reports that two Navy League Presentations have been updated and are available at <http://navyleague.org/councils/nlp.html>

These are PowerPoint presentations that can be used as is or simply as a template for your own Council's information and photographs.

After your council members deliver the presentations to your community groups, please complete the online Community Activity Report, found at <http://navyleague.org/communications/communications-activity-report.html>

For more information, questions or comments, please contact Communications Committee Chair Nanci Pruter at npruter27@gmail.com

Remember that we are the "Trusted Partner of the Sea Services." I hope you will engage with me in accomplishing our mission.

James H. Offutt

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Navy League of the United States