

# The Journal

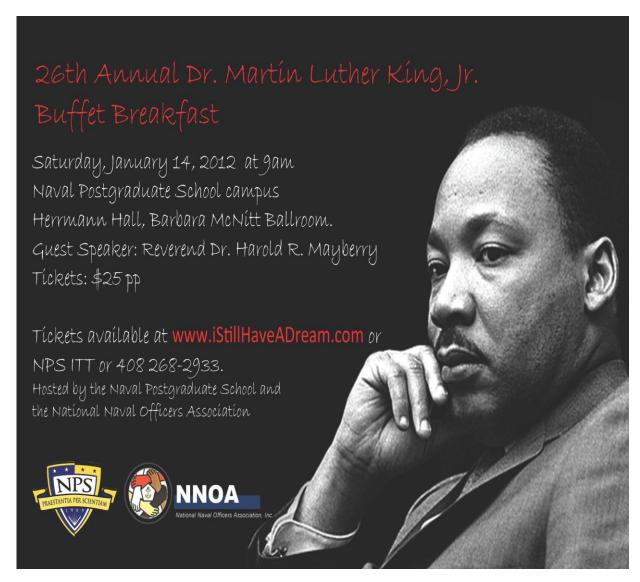
Award Winning Newsletter



National Naval Officers Association San Francisco Bay Area Chapter

Award Winning San Francisco Bay Area Chapter

January 2012



## I Have a Dream!

2011-12 SFBA Chapter Executive Board President: CDR Robert Smith, USCG

Vice President: LCDR Mark H. Harris, USCG Secretary: LTJG Miguel Augustin, USCG Membership: LCDR James Haskins, USN (ret) Treasurer: LCDR Erin Adler, USCG

Public Affairs: CDR Adolph Keyes, USCG (ret)
Chaplain: Maj D'Emanuel Grosse, Sr., USAF (ret)

### From the President's Pen.



#### Commander Robert L. Smith **Commanding Officer** Personnel Services & Support Unit, Alameda, CA **United States Coast Guard**

Chapter President's advice to junior officers and newly commissioned Ensigns." Make a plan, set goals, and work towards achieving these goals, OR, you stand the risk of becoming a victim of someone else's plan." You are a great value to your service. You have the responsibility of increasing that value to the organization. Decide now that your level of excellence will be noticed, and you will be sought after for your knowledge, skills, and ability to perform and influence others to perform. At your level, you should be focused on becoming the best in your profession. This is the season of your career when you focus on getting qualified, gaining experience, acquiring credentials, and seeking to present yourself as an even greater value to your service. Establish mentors along the way. Seek them out as you develop, and progress through your career, and not when something has gone wrong. When you observe excellence in others, let it serve as an example and allow it to motivate you to excellence. "The hallmark of professionalism is the relentless pursuit and refinement of excellence." Always remember to "Bloom where you are planted." Excel in jobs whether or not they are of your choosing or liking ... CDR Robert Smith, USCG

### In the News

CDR Denise McCallaCreary, Senior Advisor to the Monterey Chapter was invited to promote LT Robert (Rob) Atkinson to LCDR. Denise was especially honored as Rob was inspired to pursue promotion after hearing her speak of her own advancement/promotion experiences from E1 to O5 at a NNOA chapter meeting. "I was pumped when Rob told me this story and asked me to do the honors", said Denise; and also she said "It gave me the faith and motivation to continue promoting Navy opportunities such as the ROTC

#### National Naval Officers Association

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Cover Story: Monterey Invite to Annual MLK Breakfast

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#### **NNOA Mission**

National Naval Officers Association actively supports the Sea Services in the development of a diverse officer corps through recruitment, retention, and career development. NNOA is essential in maintaining operational readiness by providing professional development, mentoring, and support of cultural awareness. NNOA establishes and maintains a positive image of the Sea Services in communities and educational institutions.

program to young people. You just never know when you will make a difference in someone's life." LCDR Atkinson was promoted on the beach in Monterey under a beautiful blue sky. The Monterey Peninsula is one of my favorite places in the entire USA and the NNOA Chapter is still alive. The Chapter was my life line when I was a student there from 1985-1987 said McCallaCreary.





By CDR Adolph Keyes

Every organization seeks the best qualified to maintain a high performing workforce, and the military is no exception. However, many of our best and brightest leave the service from personal or organizational dissatisfaction. While on active duty, I witnessed shipmates separating from the service for many of the following reasons.

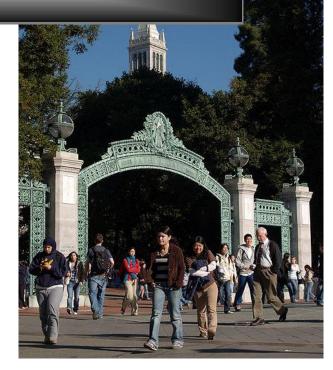
Bureaucracy is probably the number one reason why high performers separate. Highly talented people get very frustrated when dealing repeatedly with red tape (road blocks that create delays and/or dampen customer and employee satisfaction. And having no voice in the process is a sure means for pushing self-motivated talent right out the door.

Exploiting the talent level and skills of highly selfmotivated persons will usually guarantee loyalty. These individuals are usually very eager to contribute and often will develop excellent methods to achieve success. If there is little opportunity to express personal creativity, they will likely look to explore career options elsewhere.

Performance Review is always a very touchy subject – because while some consider numerical values on a review to be secondary to constructing a solid narrative that validates your career potential, my opinion is that both are equally important; and that using words like "Masterful" and "Exceptional" paired with a numerical score of 5 or 6 out of 7 is absurd and sends a conflicting message to the selection board. High performers receiving conflicting remarks often leave disgusted with their treatment.

Constant Impulse Change – I applaud companies trying to build an incubator around their talent by giving them new exciting projects to work on. The challenge for most organizations is not setting up a strategic priority, like establishing an incubator, but staying the course. Top talent hates to be "jerked around." If you commit to a project that they will be heading up, you've got to give them enough opportunity to deliver the finished product.

Career/Professional Development to me is leadership that includes helping others to identify paths to achieve personal and professional growth. Pigeonholing high performers will surely result an early departure and a lack



of expertise necessary to maintain mission success.

Lack of Accountability – top talent demands accountability from others and doesn't mind being held accountable. Have regular touch points with your best people as they work through their projects. They'll appreciate your insights as long as it does not spillover into preaching.

Pairing Colleagues – what are the rest of the people around your top talent like? Many organizations keep some people on the payroll that rationally shouldn't be there. You'll get a litany of rationales explaining why when you ask. "It's too hard to find a replacement for him/her...." "Now's not the time...." However, doing exit interviews with the best people leaving big companies you often hear how they were turned off by some of their former "team mates." If you want to keep your best people, make sure they're surrounded by other great people.

Vision – while this may seem obvious, many organizations lack a clear vision. To high performers, understanding mission direction, organizational strategy, and their role in accomplishing the mission is crucial. Did they have input into the vision? If not, there is plenty of work to do.

## Coast Guard Academy Admissions Partners Program

The United States Coast Guard defends America by protecting the environment, saving lives, enforcing maritime laws, safeguarding our economic prosperity and securing the homeland. The ideal make up of the future

generation of Coast Guard leadership should represent the very America that she serves on a daily basis. The Coast Guard Academy needs help finding this next generation of men and women of character to lead the nation. Therefore, the Coast Guard Academy admissions team has reached out to a group call the "Academy Admissions Partners" which includes: Coast Guard Academy Alumni, Active duty/reserve personnel, Parents of current/former cadets, the Coast Guard Auxiliary and CG civilian employees; to help identify future commissioned officers that are well educated and trained to lead these missions of national importance.

The Director of Admissions and the Associate Director of Admissions for Volunteer Programs supervise the Academy Admissions Partner program. A management advisory board, with representatives from each group affiliation, is being formed. The board will assist the Director and the Associate Director of Admissions for Volunteer Programs in developing policy, managing communications, training, and incentive programs. The CG Academy is the smallest of all the national service academies. Being the smallest means they must work that much harder to improve public awareness about the Academy. Volunteers can help to identify young people who are academically able, are willing to embrace physical and mental challenges, and will hold true to the core values of the Coast Guard.

The primary role of the Academy Admissions Partner is to refer young people with interest in attending the CG Academy to their Admissions Officer. Academy Admissions Partners choose their level of volunteer commitment, typically, giving about 06-12 hours of their time per year. Volunteer activities include:

- -Communicating the benefits of an Academy education to high school counseling staffs.
- -Representing the Academy at local college fairs.

- -Conducting applicant interviews.
- -Presenting appointments to high school students at graduation.

An arm of this Academy Admissions Partner which is focused on the recruiting of underrepresented minorities is called the Academy Minority Outreach Team (AMOT). AMOT was initiated by Academy Alumni passionate



about helping the Academy reach qualified minority candidates for the Admissions Department. Recently, LCDR Mark Harris, an Academy Admissions Partner and AMOT member, completed a successful trip to Atlanta where he had the opportunity to meet with the guidance counselor directors for four local High Schools, including two ROTC programs. This was an opportunity to discuss the many opportunities available at the Coast Guard Academy, and also discuss some of the criteria necessary to successfully compete for appointments. "I had the pleasure of not just speaking to the students about their future at the Coast Guard Academy, but the importance of education and excelling in High School," Harris shared.

The Coast Guard Academy needs help to find the Coast Guard's future and you may be able to help. If you are interested in the Academy Admissions Partners Program and would like to become a Partner, please complete the online registration request

(http://admissions.uscga.edu/partners/default.asp). The Associate Director of Admissions for Volunteer Programs or a member of the Admissions team will contact you to discuss the program and how you can help.



On December 21st the East Bay National Society of Black Engineers Jr. Chapter, Pittsburg, CA, visited the US Coast Guard, Alameda Island. Members of the National Naval Officers Association (NNOA) SFBA Chapter organized a meet and greet with Coast Guard personnel, Law Enforcement demonstration, tour of the newest National Security Cutter and lunch at the CGI Galley. This visit was an opportunity for NNOA to expose this group of young students (ages 8-19) to the many challenging career paths that the Naval Services available as well as allowing them to see just how the engineering skills they are developing with NSBE are being used in the Coast Guard.

By far the highlight of the day for the students and parents was the tour of the CGC STRATTON, the Coast Guard's newest cutter. The National Security Cutter (NSC) is the flagship of the fleet, capable of meeting all maritime security mission needs. It is the largest and most technically advanced class of cutter in the Coast Guard, with robust capabilities for maritime homeland security, law enforcement and national defense missions. The students were able to see all of the propulsion and auxiliary equipment which provides increased range and

endurance for the fleet. The Automated weapons system capable of stopping rogue merchant vessels far from shore was also a crowd favorite, as they each admitted they did not believe a gun could be that big.

The day was an exciting time for the students and parents as well as the Coast Guard personnel that participated. This visit continues to foster the NNOA's mission to establish and maintain a positive image of the Sea Services in communities and educational institutions. It also furthers a recent partnership initiated by the Coast Guard with the National Society of Black Engineers (NSBE), which is the largest student run organization in the United States. Any additional information about the local NSBE junior chapter can be located at <a href="https://www.EastBayNSBEJr.org">www.EastBayNSBEJr.org</a>.

Congratulations LT Miguel Augustin on your recent promotion to the rank of "Lieutenant."



Since 1980, the San Francisco Bay Area Chapter of the National Naval Officers Association (NNOA) has made a commitment to the educational development of youth residing in the San Francisco Bay Area. This contribution involves a number of highly successful programs, including; youth mentoring, academic tutoring, and awarding of financial scholarships to college bound high school seniors.

## Hadwick and Lily Thompson Scholarship Award Criteria

Eligibility Requirements: Bay Area high school seniors entering an accredited college or university as a freshman are eligible. You must be a U.S. citizen and have a minimum grade point average of 2.5 on a 4.0 scales (or equivalent). Please submit your completed package to the address listed below no later than April, 01. Scholarship recipients will be notified no later than May, 07.

<u>Details of Award</u>: This one-time award aims to grant an ethnic-based scholarship to a student entering college as a freshman. The recipient will be selected and announced in May.

**Award Amount:** \$1000

<u>Package Requirements</u>: You are required to submit the following:

- > A completed application
- An official high school transcript (with school's official seal).
- Two Letter(s) of recommendation from an individual you know, such as a school official (principal, guidance counselor, coach, etc...) or an official from an organization. These letters should address your potential academic performance at the collegiate level. It should also state your relationship to the official and note any noteworthy/significant accomplishments.
- Three Counselor/Teacher Evaluation Form(s). Evaluation forms must be mailed by the individual completing the evaluation directly to NNOA. (It is recommended that you provide a stamped, pre-addressed envelope to individual completing evaluation to expedite mailing of the document).
- A typed 100 to 300-word essay discussing your educational and career goals
- A current photograph (3" x 5" minimum). Photos will not be returned.
- Copy of ACT and SAT results

Failure to submit ALL requested information will result in disqualification. Students submitting incomplete packages will be notified. All qualified applicants will also be notified of eligibility for an NROTC scholarship.

Mail completed application packages to:

Hadwick & Lily Thompson Scholarship Award San Francisco Bay Area Chapter (NNOA) P.O. Box 5046 Alameda, California 94501

#### NROTC RECRUITING REMINDER

The Navy is looking for eligible high school seniors for NROTC Scholarships. Students with minimum ACT score of 22 English and 21 Math and/or SAT 530 in Critical Reading, 520 in Math are eligible to apply. If a student does not meet minimum eligible scores but is in the top 10% of graduation class, they are eligible to apply. Approximate value of scholarship \$180,000. Applicants if accepted can try the program for a full year and drop before the first day of the sophomore year if they decide a military career is not what they want. Immediate Scholarship is another scholarship available and applicants must be in top 20% of graduating class with minimum SAT of 600, ACT 26 in Math and minimum composite SAT score 1230, ACT 54. Members are asked to get the word out and direct interested applicants to CDR Denise J. McCallaCreary, NNOA NROTC Coordinator at 408 268-2933 or <a href="maceigligg:mccalldigg:mcca



CDR McCallaCreary recently volunteered to work with Cathedral of Faith Church Veterans Ministry in San Jose. The Ministry helps to pack, load and ship supplies to troops in IRAQ. The photo above shows a church member preparing a care package for shipment to IRAQ.

## CELEBRATING 40 YEARS OF

"Developing America's Future Leaders to Enhance Mission Readiness and Cultural Awareness"

The National Naval Officers Association will hold its 40<sup>th</sup> Annual Leadership, Professional Development and Training Conference 23-27 July 2012 at The Roosevelt New Orleans, a Waldorf Astoria Hotel in New Orleans, LA.

Log onto www.nnoa.org for more information.

## The Seven Habits of Spectacularly Unsuccessful Executives

... by Sydney Finkelstein, the Steven Roth Professor of Management, Tuck School of Business, Dartmouth College



## Habit # 1: They see themselves and their companies as dominating their environment

Unlike successful leaders, failed leaders who never question their dominance fail to realize they are at the mercy of changing circumstances. They vastly overestimate and vastly underestimate the role of chance and circumstance. Warning Sign for #1: A lack of respect

## Habit #2: They identify so completely with the company that there is no clear boundary between their personal interests and their corporation's interests

Like the first habit, this one seems innocuous, perhaps even beneficial. We want business leaders to be completely committed to their companies, with their interests tightly aligned with those of the company. But digging deeper, you find that failed executives weren't identifying too little with the company, but rather too much. Instead of treating companies as enterprises that they needed to nurture, failed leaders treated them as extensions of themselves. And with that, a "private empire" mentality took hold. Warning Sign for #2: A question of character

#### Habit #3: They think they have all the answers

Here's the image of executive competence that we've been taught to admire for decades: a dynamic leader making a dozen decisions a minute, dealing with many crises simultaneously, and taking only seconds to size up situations that have stumped everyone else for days. The problem with this picture is that it's a fraud. Leaders who are invariably crisp and decisive tend to settle issues so quickly they have no opportunity to grasp the ramifications. Worse, because these leaders need to feel they have all the answers, they aren't open to learning new ones.

Warning Sign for #3: A leader without followers

## <u>Habit #4: They ruthlessly eliminate anyone who isn't</u> completely behind them

CEOs who think their job is to instill belief in their vision also think that it is their job to get everyone to buy into it. Anyone who doesn't rally to the cause is undermining the vision. Hesitant managers have a choice: Get with the plan or leave. Warning Sign for #4: Executive departures

## Habit #5: They are consummate spokespersons, obsessed with the company image

You know these CEOs: high-profile executives who are constantly in the public eye. The problem is that amid all the media frenzy and accolades, these leaders' management efforts become shallow and ineffective. Instead of actually accomplishing things, they often settle for the appearance of accomplishing things. Warning Sign of #5: Blatant attention-seeking

#### **Habit #6: They underestimate obstacles**

Part of the allure of being a CEO is the opportunity to espouse a vision. Yet, when CEOs become so enamored of their vision, they often overlook or underestimate the difficulty of actually getting there. And when it turns out that the obstacles they casually waved aside are more troublesome than they anticipated, these CEOs have a habit of plunging full-steam into the abyss. Warning Sign of #6: Excessive hype

## Habit #7: They stubbornly rely on what worked for them in the past

Many CEOs on their way to becoming spectacularly unsuccessful accelerate their company's decline by reverting to what they regard as tried-and-true methods. In their desire to make the most of what they regard as their core strengths, they cling to a static business model. Instead of considering a range of options that fit new circumstances, they use their own careers as the only point of reference. Warning Sign of #7: Constantly referring to what worked in the past

An abbreviated synopsis of the original article by CDR Adolph Keyes, USCG, but clearly applicable to the development of a junior Sea Service officer.

#### **Meet the Masons**

East Bay Lodges of Free and Accepted Masons Invite you to attend An Introductory Evening of Dining, Toasts and Fellowship

Saturday Evening, March 31 6 PM, Point Welcome Room, Coast Guard Island, Alameda



Program Includes Buffet Dinner Toasts, Introductory Speakers Tickets Available by Mail Only

Please fill out the form below, and mail with your check or money order to the address indicated.

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Your Name:	E1 to E5 - \$10			
Mark Control of the C	E6 to E7 and Warrants - \$15			
	Officers and Masons - \$20			
Make Check Payable To:	Contact:			
Island City Lodge No. 215	Scott Colcord			
2312 Alameda Ave	510-523-8473			
Alameda, CA 94501-4503	info215@calodges.org			

# SAN FRANCISCO BAY AREA CHAPTER



### NNOA Crab Fest



Where: Coast Guard Island, Point Welcome Room

When: March 3, 2012 Time: 6 PM to 9 PM

Price: \$35/\$40 w/Wine (white/red), \$15 – under 16, Infants free

Menu: Fresh Succulent Bay Area Crab Pasta (marinara or cream sauce)

Fresh House Salad
Warm Dinner Rolls

Events: Door Prizes and Games

Tickets: Adolph Keyes, 510.374.8237 email: alkeyes@comcast.net

LCDR Jim Haskins, 510.635.8869 email: jamesh haskins@yahoo.com

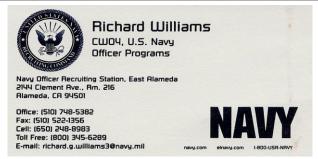
Donations: Donations will be accepted to support the chapter scholarship foundation named for Hadwick & Lily Thompson supporters of NNOA.

#### **Hirshberg Foundation**

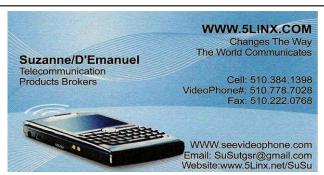
For Pancreatic Cancer Research

#### Lou Gertha Bonner Memorial Fund

Lou Gertha Bonner is the mother of CDR Adolph Keyes, USCG Retired. She was born in Sep '37 in Rayne, LA. A spiritual person, Lou believed strongly in family values and achieving a quality education. Lou moved to California in '57 and worked in the Food Services Industry for 30 years. Her struggle with pancreatic cancer was brief, and she died at home with her family at her side in Dec '08. The family encourages you to join in the fight and donate to the research fund in her memory. Her URL: <a href="http://www.pancreatic.org/memorial/lougbonner">http://www.pancreatic.org/memorial/lougbonner</a>









Denise McCallaCreary Independent Representative 408-268-2933 office 408-927-9566 fax POB 41131 San Jose, CA 95160-1131

Reach Out & Touch Someone - send a card today mccalldj@sbcglobal.net

www.sendoutcards.com/Jamaica

## 2011 Hadwick & Lily Thompson Scholarship Foundation Partners:

**Copper Partners** 

Adolph & Denice Keyes

SFBA extends a special thanks to LT Margie Jackson, LCDR Jim Haskins, and CDR Adolph Keyes for volunteering to work the 49ers games earning more than \$350 for the chapter scholarship foundation.

## Photos By PrincezzAnjeliq "Capturing God's Beauty"

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Email: PrincezzAnjeliq@Yahoo.com
www.Photosprincezzanjelig.com



#### Place Your Personal Ad

Advertise your business in *The Journal* newsletter. *The Journal* newsletter is circulated to national and local membership and military bases in several Bay Area counties four times a year. Let us advertise your business. Contact Adolph Keyes at <a href="mailto:alkeyes@comcast.net">alkeyes@comcast.net</a> or (510) 374-8237 for more information.



### **SFBA Eyewear Drive**

Collection of old and used prescriptions no longer needed can be donated to local charity that will redistribute to the under privileged.

**Annual SFBA Chapter Calendar:** 

Calendar Year 2011	SEP – 49er Games Fundraiser	
JAN – MLK Breakfast Monterey Chapter	OCT – 49er Games Fundraiser	
JAN 30 – Chapter Quarterly Report – Tab E	OCT – Fleet Week – San Francisco	
FEB – Black History Month Observance – CG Island	OCT 30 – Chapter Quarterly Report – Tab E	
APR – Professional OER Training – CG Island	OCT 31 – Chapter Annual Financial Report – Tab G	
APR 15 – SFBA Annual East Egg Hunt	NOV – 49er Games Fundraiser	
APR – SFBA Chapter Eye Wear Recycle Drive	NOV – SFBA Strategic Planning Review	
APR 30 – Chapter Quarterly Report – Tab E	NOV – Veterans Day Visit	
MAY 07 – Hadwick & Lily Thompson Scholarship Announcement	DEC – 49er Games Fundraiser	
MAY – SFBA Strategic Planning Review	DEC – SFBA Christmas Celebration	
MAY – The Journal Newsletter Ad Renewal	Calendar Year 2012	
JUN 15 – Chapter Annual Report – Tab F	JAN – MLK Breakfast Monterey Chapter	
JUN 15 - Chapter Management Information Report - Tab D	JAN 30 Chapter Quarterly Report – Tab E	
JUN - Hadwick & Lily Thompson Scholarship - Presentation	FEB - Black History Month Observance - CG Island	
JUN – SFBA Officer Elections	MAR – SFBA Annual Crab Fest	
JUN – NASCAR 350 Sprint Cup Fundraiser	APR – Professional OER Training – CG Island	
JUL - National Hot Rod Assoc. (NHRA) Drag Race Fundraiser	APR 15 – SFBA Annual East Egg Hunt	
AUG 01-05 - National Professional Development - San Diego	APR – SFBA Chapter Eye Wear Recycle Drive	
AUG 15 – Chapter Quarterly Report – Tab E	APR 30 – Chapter Quarterly Report – Tab E	

<sup>\*</sup> Chapter meetings 2<sup>nd</sup> Tuesday of the month @ 1130: odd months at CG Island Galley Special Events Room – even months teleconference.



## Hadwick → Lily Thompson Scholarship Foundation

San Francisco Bay Area Chapter (NNOA) P.O. Box 5046 Alameda, California 94501

Ph: CDR Adolph Keyes (510) 374-8237, email: <a href="mailto:alkeyes@comcast.net">alkeyes@comcast.net</a>, website: <a href="mailto:www.nnoa.org/">www.nnoa.org/</a>



The Hadwick & Lily Thompson Scholarship Foundation keeps alive the dream of young minority students aspiring to complete a college education. The Foundation was established in 2003 and has provided Bay Area students with annual scholarship money to attend college, e.g., UC Berkeley and Davis; CSU East Bay, Chico, Riverside, and Sacramento. Your donations help SFBA continue to provide scholarship opportunities to less fortunate and deserving minority students. Please contribution to this worthy cause. Partnership is annual and renewal in January. Help us to promote higher education and develop the leaders of the future.

#### Benefits of Partnership:

- ✓ Quarterly newsletter subscription The Journal
- ✓ Sponsorship mention in The Journal
- ✓ Helping to promote continue/advanced education
- ✓ Donation is tax deductable

#### Partnership Levels:

- ✓ Individual donation \$10.00
- ✓ Copper sponsorship \$50.00
- ✓ Silver sponsorship \$75.00
- ✓ Gold sponsorship \$100 or more

\_\_\_\_\_

\*\*\* Detach along this line and return with you donation \*\*\*

#### Hadwick & Lily Thompson Scholarship Foundation Partnership Application

Name				Dat	re:			
Street Address:								
City, S	State, Zip Code:							
Phone	:		Email:					
	Individual - \$10	Copper - \$50		Silver - \$75	Gold - \$100 or more			
Make check payable to:				Remit to:				
SFBA NNOA				Hadwick & Lily Thompson Scholarship Foundation				
				San Francisco Bay Area Chapter (NNOA)				
				P.O. Box 5046				
				Alameda, California 94501				