



# The Journal

National Naval Officers Association  
San Francisco Bay Area Chapter



November 2009

## President's Message ...

Dear SFBA Members,

I am pleased to inform you that the chapter has zealously started the year with renewed vigor, and the return of many of our at-large members. I am pleased to announce the reemergence of CDR Adolph Keyes who has graciously volunteered to be the chapter PAO, and CDR Cassandra Johnson who has graciously volunteered to chair the chapter scholarship committee, along with the appointment of LCDR Matthew Wadleigh as the chapter vice president. I would like to thank LCDR Marie Johnson for her superb leadership as the outgoing vice president and welcome LCDR Wadleigh to the chapter's executive board.

I am also excited to report that Houston NNOA Conference was a mammoth success, and was attended by more than 500 registered members and guests. CDR Lamar Johnson and the Houston Chapter hosted a superb conference which was held at the Westin Galleria & Westin Oaks Hotel. Guest and keynote speakers included: the Coast Guard Commandant, the Chief of Naval Operations, the Marine Corps Commandant, and a host of other high ranking military and government officials. The conference was flawlessly coordinated, with seminars dedicated to providing instructional guidance that will enhance the overall officer performance, and our national leadership challenged each member to help strengthen the organization by promoting professionalism, dedication, and devotion to military excellence and encouraged each of us to continue to promote the principles of our national mission.

I am also excited to announce VADM Jody Breckenridge's return to the San Francisco Bay Area as the Pacific Area Commander – soon to be designated the FORCECOM Commander under the Coast Guard modernization initiative. VADM Breckenridge is a strong supporter of NNOA and its principles. I expect to call on her from time-to-time to seek her guidance on how the SFBA chapter can assist her in the development of junior officer under her jurisdiction.

I look forward to another great year. The chapter is already grossly engaged in scholarship fundraising. LCDR Jim Haskins is promoting a day at the Oakland Raider game, CDR Denise McCallaCreary is promoting travel and coordinating a joint celebration with the Monterey Chapter and church visits, and CDR Cassandra Johnson is forging ahead with the scholarship program.

I expect this to be yet another banner year for the SFBA Chapter. I encourage you all to participate. I look forward to your attendance at chapter meeting which continue to be held at Coast Guard Island. Please look for my meeting announcements.

May God Continue To Bless You.

## 2009-10 SFBA Chapter Executive Board

**President:** CAPT Donald Flowers, USN Retired

**Vice President:** LCDR Matthew Wadleigh, USCG

**Secretary:** Mrs. Suzanne Grosse

**Membership:** LCDR James Haskins, USN Retired

**Editor:** Adolph Keyes, 510-374-8237, or [alkeyes@comcast.net](mailto:alkeyes@comcast.net)

**Treasurer:** CWO4 Grace Parmelee, USCG Retired

**Public Affairs:** CDR Adolph Keyes, USCG Retired

**Chaplain:** Maj Emmanuel Grosse, USAF Retired

## A Summer of Transition

"Alameda, CA!!" Those are the words that will forever stay etched into my memory, as they would drastically change our lives.

Every year between the months of June and August, have become affectionately known by military members as "Transfer Season." This is the time during which a majority of military personnel are transferred to different units throughout the world. This is a very stressful time for most families as they essentially pick up their lives and move it to another place, based on where their talents and abilities are needed. It is an event that has to be evaluated by every individual who considers the military as a career. The military does a very good job providing assistance for this phase of the member's career. Providing packing/unpacking, moving services and transportation to each member and their family really removes a majority of the stress associated with a move.

As I prepared for transfer to the sixth Coast Guard unit of my career, I entered in with great trepidation.

At a quarter of eight, on a humid June morning; I sat anxiously awaiting the large truck to pull in front of our home. The huge moving truck will eclipse most of the homes across the street, well at least from the view of the front door. The doorbell rings and it marks the start of my Permanent Change of Station (PCS) move. Yes it was now officially transfer season once again, something my family has come to know very well. Each move is uniquely different than the others. The special ingredient to this move is the fact that we will now be traveling cross-country, moving from Charleston, SC to Alameda, CA.

There is a great sense of anticipation from my family as we are doing something that we have never done before, moving to a city that we know nothing about; a city where we know no one and had absolutely no indication of what we should expect. Oh, did I mention that we are

expecting our 3<sup>rd</sup> child. I'm now headed to the other side of the country with my pregnant wife (8 months) and two young boys (5 & 4). We were also headed to live in a home without ever physically seeing it. We had many unknowns at the beginning of the transfer season, but God's peace filled our heart and we remembered the many times He brought us through uncertain times in the past.

After our household goods were shipped it was time for us to travel. During this time we were able to spend time with family and friends. This would be critical as many we would not see until we moved back to the east coast, another element that made this transfer unique. This also meant

about three week of cars, planes, hotels and fast food. Early mornings and late nights, needless to say, was not conducive to a healthy lifestyle.

After, all of this time you just want to get to your new residence and sleep in your own bed. This hope was deferred, as we landed in CA only to find out that the housing we'd set up months in advance would fall through, causing us to find a home in less than two weeks. As always this would

become a blessing for our family, we found a great home in a great neighborhood.

Overall, when you imagine the stress associated with moving and add the unique situations that our family had during this PCS move, we were truly blessed. We left our Charleston area home in mid June and moved into a new home in the Alameda area by mid July. In between was a trip we will forever remember, and as always, file away lessons learned for the next move. The moves never quite go exactly according to plan but my family has learned to constantly thank God for his favor during these times as He always works things out for us in the end. This case was no different as we brought our "Summer of Transition" to a close.





# *Getting Ready For Stiff Competition*

By: CDR Adolph Keyes, USCG Retired

In my opinion, the hysteria of current U.S. economics is having a vital impact on military retention. Many sailors and soldier who are eligible for separation are choosing to remain on active duty to ensure some form of financial stability, and I'm noticing that many young men and women are joining the military as a direct result of the nation's unemployment situation. Couple high retention with limited opportunities for promotion and advancement, sailors and soldier now more than ever need to concentrate more on making their value clear to superiors, and ensuring accurate and competitive narratives document performance in evaluations and service records.

Leave behind that old notion or [mind-set] that job-related skills or length of service are selling points. Superiors today notice results that affect organizational change and present and future success – at minimal cost to the taxpayer. Yes ... big brother Congress is scrutinizing expenditures – more so than before. Superiors look for diversity in experience and exposure derived from opportunity. Instead of focusing on skill sets in your evaluations, define the ways your

performance have been assets to the organization and how you will make a difference in future endeavors.

Emphasize the bottom line. In my observation, superiors categorize desirable candidates into one of two distinct groups: change advocates who explore avenues to improve business and those who follow the instructions given by change advocates. For example: LT Jones leads a task force to replace all existing transmitters to sustain long-range communications, or LT Jackson leads a team of engineers that determines the next generation long-range system that revolutionizes all forms of organizational communications. With which candidate would you be more impressed?

Rethink your current or past job to understand your position in the bigger, more current organizational posture. Routinely document examples of the benefits gained from your work. Ask how did your work improve the performance of your staff, department, or unit; how many roles did I perform that saved the unit the added expense of additional personnel or contract services; has my work made the work of others improve or more efficient (extremely important because no one will be given more authority to lead without first demonstrating they possess the necessary ability to lead); and how have my contributions positively impacted the core mission objective.

The above are essential areas to focus on when drafting your evaluation(s). Lastly, be sure the descriptor matches the numeric value and that your superior comments on your potential performance and whether or not you are recommended for a senior service school or graduate educational training, e.g., if you masterfully accomplish at task, you should expect the maximum numerical value for the performance – anything less sends a conflicting message to the selection board, and in the present highly competitive environment ambiguity is fatal.



## The Naval Reserve Officer Training Corps (NROTC)

Everyone knows that a four-year education at a top university or college can break the bank. A college degree can easily cost more than \$180,000 including room and board. You could take out loans and spend the next decade trying to pay them off. You could let your parents sacrifice retirement. You could lower your expectations and settle for much less than you deserve or you could realize your full potential with an NROTC scholarship.

Question: What is a NROTC scholarship?

Answer: A NROTC scholarship provides a full

Answer: U.S. Citizenship, 17 years old by September 1<sup>st</sup> of year starting college and no more than 23 years old on June 30 of that year (exceptions for prior military service). Must not have reached 27<sup>th</sup> birthday by June 30 of year in which graduation and commissioning are anticipated. High school graduation or equivalency certificate. Physically qualified by Navy or Marine Corps standards. Qualifying scores on the ACT and SAT.

Question: What are qualifying scores on the ACT & SAT?

Answer: SAT: 530 critical Reading; 520

Math

ACT: 22 English; 21 Math

Question: What are the qualifying scores on the ACT & SAT for an ISR Scholarship?

Answer: SAT - 1290 composite with a math score of at least 650. ACT - 56 combine English & Math with a minimum math score of 29.

Question: What if I don't get the qualifying score on the ACT & SAT?

Answer: You must be in the top 10% of your graduating class.

Question: Are there other academic requirements

Answer: Yes.

Question: Are there medical requirements for NROTC program?

Answer: Yes

Question: How do I get into college with a NROTC Scholarship?

Answer: You must apply on your own and be accepted in one of the schools that have a NROTC program.

Question: What is the commitment to the Navy when you apply for NROTC scholarship or you are awarded an ISR?

Answer: There is no commitment to the Navy to **apply**. However, if you apply and is awarded either an ISR or an NROTC scholarship, your commitment does not begin until you accept.

tuition for four years (up to five years for some technical degrees), allowance for textbooks, monthly spending money and related educational expenses.

Question: What is an Immediate Selection Reservation Scholarship (ISR)?

Answer: A NROTC scholarship immediately awarded to an eligible candidate.

Question: What is the difference between an NROTC scholarship and an ISR?

Answers: Applicants compete for a NROTC scholarship. Applications, if qualified are awarded an ISR without competition.

Question: What are the basic eligibility requirements for a NROTC scholarship?



Question: What if I accept the scholarship and then change my mind?

Answer: **There is no commitment to the Navy until the first day of the Sophomore year when you accept a NROTC scholarship or an ISR.**

*Portions of the above information was excerpt from a Navy NROTC brochure. For more detail information, visit the NROTC website [www.nrotc.navy.mil](http://www.nrotc.navy.mil) or [www.nnoa.org](http://www.nnoa.org).*

The National Naval Officers Association is committed to helping the Navy find eligible applicants for Immediate Selection Reservation (ISR) and NROTC scholarships. NNOA has a quota of 10 ISR's. Each regional Vice President has been assigned a recruiting goal for fiscal year 2011. Western - 4, Central - 2 and Eastern - 4. CDR Denise McCallaCreary is the NNOA

NROTC National Coordinator. She can be reached at 408 268-2933, Fax 408 927-9566 or e-mail [NROTC\\_Coor@nnoa.org](mailto:NROTC_Coor@nnoa.org). Chapters are encouraged to call her for guidance in executing this program.

Chapters Presidents are encouraged to do an office visit with your local NRD Commanding and Executive Officer. Invite a member of their staff to your Chapter meetings. Get to know your local NRD NROTC Coordinator. Invite him/her to your meetings. Commander McCallaCreary can provide contact information for all the NRD's.

In addition to helping to find eligible NROTC candidates, your local NRD NROTC Coordinator also need help conducting officer interviews for the NROTC program. Chapter members are encouraged to volunteer.

**GO NAVY!**

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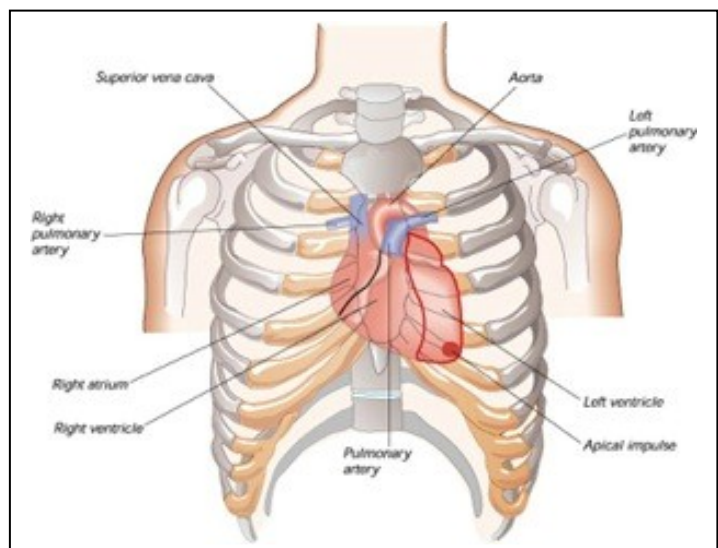
## EFFECTS OF COLD WATER

For those who like to drink cold water, this article is applicable to you. It is nice to have a cup of cold drink after a meal. However, the cold water will solidify the oily stuff that you have just consumed. It will slow down the digestion. Once this "sludge" reacts with the acid, it will break down and be absorbed by the intestine faster than the solid food. It will line the intestine. Very soon, this will turn into fats and lead to cancer. It is best to drink hot soup or warm water after a meal.

A serious note about heart attacks - You should know that not every heart attack symptom is going to be the left arm hurting. Be aware of intense pain in the jaw line.

You may never have the first chest pain during the course of a heart attack. And nausea and intense sweating are also common symptoms. And are you aware that 60% of the people who have a heart attack while they are asleep do not wake up. Pain in the jaw is another symptom and can wake you from a sound sleep.

A heart attack can strike anyone and at anytime. Let's be careful and be aware and do all those healthy things to keep our bodies in good physical shape. The more we know the better chance we could survive a heart attack should we ever experience one.



*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.*

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## Scholarship Award Criteria

**Eligibility Requirements:** Bay Area high school senior entering an accredited college or university during the 2010-2011 academic calendar year 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 July 30, 2010.** Scholarship recipients will be notified no later than **August 13, 2010.**

**Details of Award:** This one-time award aims to grant an ethnic-based scholarship to a student entering college as a freshman during the 2010-2011 academic year. The recipient will be selected and announced in August 2010.

**Award Amount:** \$500

**Package Requirements:** 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:**

**National Naval Officers Association Bay Area Chapter  
Attn: Ms. Cassandra Y. Johnson  
100 Grand Avenue #602  
Oakland, California 94612**

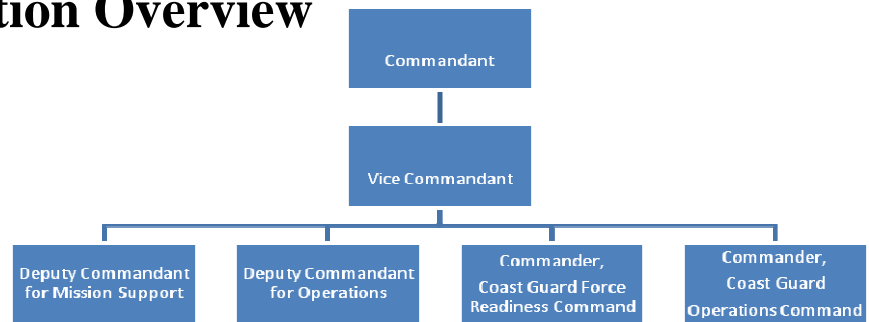


# Coast Guard Modernization Overview

You may have heard or read about some significant changes that have occurred and are on the horizon within the overall Coast Guard (CG) organization. It is referred to as the Modernization Effort. As our country embarks in a new era of change, the CG is redefining, developing and building the way business and operations are carried out. Why, you

may ask? Well, to remain a strong and high performing organization, it is important to ensure continuous improvement and change management practices are well integrated into CG leadership principles. The Modernization Effort is a reflection of this, and is based on findings from thorough studies, analysis, best practices and lessons learned such as those from the 9/11 terrorist attacks and Hurricane Katrina.

It is envisioned that upon approval of the Coast Guard Authorization Bill, transition to a modernized CG will include the disestablishment of the two Area Commands, Pacific and Atlantic Area respectively, and the stand-up of two new Commands called the Operations Command and the Force Readiness Command. Additionally, the approved Authorization Bill will enable the creation of the Deputy Commandant for Mission Support which will be a headquarter element similar to the existing Deputy Commandant for Operations. Depicted below is the envisioned CG organization following Authorization.



## ***Envisioned Modernized Coast Guard Organization, Post Authorization Bill***

Modernization will make the Service more agile, flexible, and responsive. The four co-equal components of the modernized CG follow:

***Deputy Commandant for Operations (DCO):*** Aligns operational plans, policy and resources; enables horizontal and vertical integration across the 11 missions.

***Deputy Commandant for Mission Support (DCMS):*** Unifies logistics support to enable life-cycle management of assets from acquisition to decommission and establishes a responsive Human Resources system.

***Operations Command (OPCOM):*** Produces a centralized, functionally based command and control structure; with ultimate responsibility for Coast Guard mission execution.

***Force Readiness Command (FORCECOM):*** Enhances readiness using enterprise-wide analysis and standardized doctrine, training and TTP to best allocate forces for sustainable mission execution.

Upon full implementation of the Modernization effort, the public will have a new Coast Guard that is better positioned to be a forward-thinking, change-centric organization and ultimately better ready to deliver sustainable mission execution and for carrying out its number one priority -- keeping America safe and secure.

This is an exciting time to be in the CG or for a young person to consider joining a premier federal agency with missions in safety, law enforcement, search and rescue, environmental stewardship, security and military operations. For more information, contact the author, LCDR Matthew Wadleigh ([matthew.d.wadleigh@uscg.mil](mailto:matthew.d.wadleigh@uscg.mil)) or visit [www.iFORCECOM.blogspot.com](http://www.iFORCECOM.blogspot.com).

## 2010 National Naval Officers Association (NNOA) Professional Development and Training

The 2010 conference will be a joint NNOA-ANSO professional development conference hosted by the Tidewater Chapter. The conference will be conducted at the beautiful Renaissance Hotel in Portsmouth, Virginia during the week of July 25 -30.

*Start making plans now to attend this cannot miss event.*

Each Sea Service is expected to release a service message announcing the conference and encouraging attendance about March/April 2010 timeframe. Additional information can be found on the National Naval Officers Association (NNOA) website at [www.nnoa.org](http://www.nnoa.org).

### SFBA Chapter Events/Social Calendar:

Calendar Year 2009	Calendar Year 2010
NOV 03 – Chapter Meeting, CG Island	JAN 16 – MLK Breakfast, Monterey Chapter @ 0900
NOV 11 – Veteran Day Hospital Visit	
DEC 13 – Scholarship Fundraiser: Oakland Raiders	

\* All chapter meetings held in CG Island Galley Special Events Room @ 1130.