



CHIEF OF NAVAL OPERATIONS

A MESSAGE FROM THE CHIEF OF NAVAL OPERATIONS

Welcome to this year's Calendar for America Conference. Your work here today is profoundly important. Never before has our Navy been involved in such a wide range of operations around the globe. Whether it's supporting our forces in Afghanistan and Iraq, conducting counter-piracy operations, providing deterrence in the Mediterranean, or humanitarian assistance in the Pacific, we are engaged around the world, executing the core capabilities of our Maritime Strategy.

By establishing a dynamic calendar of community outreach events in the coming year, you will help Americans across our Nation gain a better understanding of the contributions of their Navy, and more importantly, the extraordinary professionalism, excellence, bravery, and dedication embodied by the men and women of the United States Navy.

More than ever, we operate in an environment of competing resources and tight budgets. Maximum return on investment is paramount. These realities combined with the diversity and speed of today's communication environment demand creativity and partnership in our outreach efforts. Navy Weeks, Blue Angels Air Shows, Diversity Engagements, Leap Frog Demonstrations, Recruiting and Navy Band Events, Fleet Weeks – have all been tremendous outreach vehicles for us, and social media is now providing opportunities to connect with different audiences in new ways. Your task as leaders of these various outreach activities is to harmonize those efforts and develop a thoughtful engagement plan which combines and maximizes your collective efforts.

I applaud your initiative in coming together to chart our Navy's outreach course and look forward to seeing the results of your hard work.

Sincerely,



G. ROUGHHEAD
Admiral, U.S. Navy