

DTG: 232217Z Oct 12

UNCLASSIFIED/

Subject: 2013 CALENDAR FOR AMERICA PLANNING CONFERENCE

REF/A/DOC/OPNAV/28MAY09

AMPN/REF A IS OPNAVINST 5726.8 (OUTREACH: AMERICA'S NAVY)

POC/LCDR PAM BOU, NAVY WEEK PROGRAM MANAGER, PAMELA.BOURNAVY.MIL, 901-874-7049;

GARY ROSS, NAVY WEEK ASSISTANT PROGRAM MANAGER, GARY.J.ROSSRNAVY.MIL, 901-874-7069

RMKS/ 1. ANNOUNCEMENT. IAW REF A, THE 2013 CALENDAR FOR AMERICA (CFA13) PLANNING CONFERENCE IS SCHEDULED FOR TUESDAY, 4 DEC 2012, ABOARD NAVAL SUPPORT ACTIVITY MID-SOUTH, MILLINGTON, TN, FROM 0700-1615. THE CONFERENCE IS HOSTED BY: THE CHIEF OF INFORMATION (CHINFO) AND COORDINATED BY THE NAVY OFFICE OF COMMUNITY OUTREACH (NAVCO) .

2. OBJECTIVE. THE CFA13 PLANNING CONFERENCE BUILDS ON JULY'S OUTREACH AMERICA'S; NAVY CONFERENCE, FURTHER DEVELOPING AND MATURING THE PLANNING AND EXECUTION OF THE NAVY'S 2013 COMMUNITY OUTREACH CAMPAIGN BY BRINGING TOGETHER NAVY OUTREACH STAKEHOLDERS, SENIOR LEADERSHIP, EVENT PLANNERS AND ASSET PROVIDERS.

3. CONTENT. THE CONFERENCE:

A. PROVIDES THE NAVY'S OUTREACH VISION FOR 2013 AND BEYOND

B. REVIEWS MOST EFFECTIVE STRATEGIES AS ASSESSED BY RECENT GALLUP POLLING

C. SHARES BEST PRACTICES AND SCHEDULED OUTREACH EVENTS

D. DISCUSSES RESOURCES AVAILABLE TO ENHANCE OUTREACH EVENTS

E. SERVES AS THE COORDINATION FORUM FOR EXECUTION ACROSS STAKEHOLDERS.

4. ATTENDANCE. THE CHIEF OF INFORMATION, ACCOMPANIED BY MEMBERS OF CHINFO AND NAVCO STAFFS, HOSTS THE CONFERENCE. PUBLIC AFFAIRS OFFICERS, COMMUNITY RELATIONS SPECIALISTS, COMMANDING OFFICERS AND OTHER COMMAND AND STAFF MEMBERS WHO MAINTAIN A SIGNIFICANT STAKE IN CONUS OUTREACH ARE STRONGLY ENCOURAGED TO ATTEND. ANTICIPATE REPRESENTATIVES FROM USFFC, COMPACFLT, CNIC, CNP, CNRC, , CNRF, NHHHC, BUMED, ONR, BLUE ANGELS, LEAP FROGS, NAVY RECRUITING DISTRICTS, NAVY

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OPERATIONAL SUPPORT CENTERS AND NROTC UNITS WILL ATTEND CFA13.

5. TRANSPORTATION AND LODGING. A NAVY-OPERATED SHUTTLE IS PROVIDED TO NSA MIDSOUTH

FROM MEMPHIS INTERNATIONAL AIRPORT. SCHEDULE AND DETAILS ARE AVAILABLE AT 901-874-5752/5750. MILLINGTON NAVY INN RESERVATIONS MAY BE MADE BY CALLING 1-877-628-9466 OR ONLINE AT [HTTPS://WWW.NAVY-LODGE.COM](https://www.navy-lodge.com) .. THE CONFERENCE WILL BE HELD AT THE HELMSMAN CLUB, WHICH IS WITHIN WALKING DISTANCE FROM NAVY INN BLDG 452. COMMERCIAL FLIGHT DEPARTURES SHOULD NOT BE SCHEDULED BEFORE 1900 ON TUESDAY, 4 DEC 2012.

6. UNIFORM. SERVICE KHAKI OR ORGANIZATIONAL WORKING UNIFORM.

7. RSVP. E-MAIL NAME AND CONTACT INFO OF PARTICIPANT BY 13 NOV 12 TO THE NAVY WEEK PROGRAM MANAGER AND ASSISTANT PROGRAM MANAGER LISTED IN THE POC'S LINE.//