



CHIEF OF NAVAL OPERATIONS

A MESSAGE FROM THE CHIEF OF NAVAL OPERATIONS

I am pleased to welcome you to the 2010 Calendar for America Conference. Thank you for coming together to chart our outreach course for the coming year. Your work here today, and in the important months ahead, helps ensure Americans around the Nation have a better understanding of their Navy and its Sailors.

2010 was a terrific year for Navy Outreach as your teamwork allowed us to tell our story across the United States. Whether it was Fleet Week in New York City; Navy Week in Salt Lake City, Utah; a port visit to Eastport, Maine; or a Blue Angels performance in Cleveland, Ohio; our Navy's visibility increased dramatically. As the Navy's key outreach stakeholders, you made that possible.

In the coming year, as we celebrate our Centennial of Naval Aviation and continue plans to commemorate the Bicentennial of the War of 1812, I encourage you to continue to synchronize your outreach efforts. As stated in my Guidance for 2011, communication is as important to our Navy as ever, and many of the actions required for moving forward in the future depend largely on the efforts of the people gathered here today. In today's fiscal environment, pooling resources and synergizing efforts is a must; so too is the necessity for telling the American people what their Navy does for them on a daily basis. Research during the past year has shown us that, while our fellow citizens appreciate our service, their overall knowledge and awareness of what we do is low. Your collective efforts are needed to close that gap.

Again, I thank you all for attending this year's Calendar for America Conference and striving to craft a plan to best emphasize Navy's contributions. We truly are a "Global Force for Good," and I appreciate your initiative and hard work in helping to tell that story.

Sincerely,

G. ROUGHHEAD
Admiral, U.S. Navy