



RHUMB LINES

Straight Lines to Navigate By



March 10, 2008

Sea-Air-Space Expo 2008 – Communicating the Maritime Strategy

“Sea-Air-Space Exposition is the premier and largest maritime industry forum. It showcases present and future maritime enabling technologies that are intended to enhance and advance the war fighting capabilities of our men and women of the Navy, Marine Corps, as well as the Coast Guard and Merchant Marine.”

– J. Michael McGrath, National President, Navy League of the United States

The Navy League’s 2008 Sea-Air-Space Exposition (SASE) is March 18-20 in Washington, D.C. This year’s theme, “Global Maritime Security” complements the new cooperative Maritime Strategy and advances public understanding of the critical importance of sea power for America’s security and prosperity. This year’s SASE provides the Navy another opportunity to communicate the Maritime Strategy with key publics.

Communicating the Maritime Strategy

- “A Cooperative Strategy for 21st Century Seapower” recognizes the economic links of the global system and how any disruption due to regional crises, man-made or natural, can adversely impact the U.S. economy and quality of life. This new strategy charts a course for the Navy, Coast Guard and Marine Corps to work collectively with each other and international partners to prevent these crises from occurring and reacting quickly should one occur to avoid negative impact to the United States.
- Preventing war is as important as winning wars, but this does not diminish the need for strong military power capable of fighting and winning our Nation’s wars.
- The Sea Services raised the importance of cooperative relationships as the basis for global maritime security – a common goal of all maritime nations regardless of political differences. Maritime nations have always shared common interests on the sea, but all nations rely on the safety of those seas to maintain and enhance their ways of life.
- The Strategy elevates the importance of Humanitarian Assistance/Disaster Relief missions to a core element of maritime power – the Navy remains committed to these missions, and will now plan and train for these missions on a more regular basis.
- The Strategy requires a greater degree of connectedness at all levels of our national power – for all missions, the Navy’s interactions at the interagency level, not just with other Sea Services or the Joint force, will continue to expand.
- Our challenge is to apply seapower in a manner that protects vital national interests, while promoting greater collective security, stability, and trust across the globe.

More tools for communicating the Maritime Strategy – “Family of Posters”

Each poster is designed to convey a distinct aspect of the Maritime Strategy, representing the expanded core capabilities and how seapower promotes global stability and prosperity. Access the first set of posters at: http://www.navy.mil/view_gallery.asp?category_id=104.

Key Messages

- Although the Sea Services conduct many missions, six capabilities comprise the core of U.S. maritime power and reflect an increase in emphasis on those activities that prevent war and build partnerships.
- The six core capabilities are Forward Presence, Deterrence, Sea Control, Power Projection, Maritime Security and Humanitarian Assistance/Disaster Response.

Facts & Figures

- SASE is the largest maritime exposition in the world, featuring more than 150 defense industry exhibits and professional seminars.
- The Navy is partnering with the Navy League for a Maritime Strategy booth (#1608) to actively promote the strategy and provide a venue for leadership to conduct press engagements and a platform to present ongoing programs.