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**NEW MEMBERS**

*Welcome Aboard*

- ★ Helen Miller
- ★ Mark Miller



**President's Corner**

Council activities have been less hectic this month, so you will be happy to see that I am not writing a three column President's Corner this month.

The biggest item on our plate has been preparation for the May 20th Annual Armed Forces Day Gala. We have been announcing the event for the last few months and as it usually happens, RSVP's are trickling in. **IF YOU HAVE NOT SIGNED UP, PLEASE GET YOUR RESERVATION IN.** The Gala has always been a great event-don't miss it.

We had a very informative luncheon program April 11th, Recruiting and the Navy's Motorsports Program, don't miss Dave Thomas's summary. This month Monika French will be our guest speaker providing a spouse's view of the Navy and some things Navy League can do to support active duty families.

There is much going on in your council, please become more involved. Carol Meteney has gotten the tours program running again and it is proceeding full speed ahead, don't miss the many interesting tour offerings and if you have

other ideas, contact Carol. One of her recent trips was to Naval Magazine Indian Island which made the front page of the Navigator. We are planning a joint trip to Tillicum Village on 7 June with the Seattle Council (this is a date change from last months newsletter). See the separate article for specifics, but please mark your calendars and plan to attend.

I am trying to get my average column length down, so I think I will stop. Thank you for your support to the Sea Services and Navy League. Have a great Navy League day,

*Larry*



*Larry Salter presents the traditional Navy League Speakers Mug to Senior Chief Jeff Priest, left and Cdr Dave Shiffman, right at the April 11th NL luncheon.*

**Membership Directory Note**

**This is your last chance to opt out of the Membership Directory.**

**Unless you call** Carolyn Dankers (360-769-7415) or email her (c.dankers@wavecable.com) requesting to opt out of having your name in the Council Directory, **your name will appear.** This Directory is for the sole benefit of our members and local Sea Service Officials, it will not be provided to anyone for any other purpose. If your name, address, or phone number has changed in the last six months, please contact Carolyn to correct.

To help cover the printing cost, **we are offering opportunities for our members to advertise** in the Directory-Full Page, Half Page, or Business Card size space is available. If interested in this advertising opportunity, contact Carolyn.

## NOW HEAR THIS!

is the official news-letter of the Bremerton-Olympic Peninsula Council of the Navy League of the United States. It is published monthly and mailed to all members.

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**Now Hear This**

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## Navy League Goes to the Track

Attendees at the April 11 Navy League luncheon at Bangor Plaza learned about the Navy Motorsports program and the status of recruiting in the Puget Sound area. President Larry Salter explained that the presentations were tied to the recent decision by the council to support the International Speedway Corporation plan to build a race track in Kitsap County.

CDR Dave Schiffman, Commanding Officer Navy Recruiting District Seattle, talked about the challenges facing Navy recruiters and how Navy League members can help. The "No Child Left Behind" act requires schools allow equal access to school campus' that receive money from the federal government. He described how some schools withhold names of students from recruiters that are provided to other organizations such as corporate recruiters. This practice is justified by parents signing up on a "do not disclose" list.

CDR Schiffman asked Navy League members to support recruiting by engaging the community with good news stories and by engaging youth with sailors. Recruiters in the community need opportunities to gain access to youth and decision makers in their lives such as parents, in order to be able to explain the potential opportunities of military service.

CDR Schiffman then introduced Navy Career Recruiter Senior Chief Jeff Priest, who represents the Navy Motorsports program. He has been assigned as the Navy liaison to the racing team for three years.

He explained that recruiting is all about "finding people" and the Motorsports (NASCAR) program is one tool used for recruiting. He described the NASCAR fans as very patriotic, and that 72 percent of the NASCAR fan base fits the target market for enlistment eligible and influencers (parents and others that influence them to enlist).

Senior Chief Priest explained that the NASCAR program is important to recruiting because of the large audience it receives. It is the number 1 spectator sport in the U.S., and the second largest on television, with 75 million fans. NASCAR runs a 10 month season and reaches 132 countries via television.

The 2005 Motorsports Program teamed with FitzBradshaw Racing (Armando Fitz and Terry Bradshaw). The professional racing team partners with the Navy sponsor and provides the crew and car to participate in the Busch race series. The program ensures a flag officer attends every race where the Navy car races, which included 35 races during the 2005 season. At each race the program provides 30 tickets to sailors, and runs a VIP pit crew program that allows a few sailors to participate in the race as part of the pit crew for the Navy car.

In addition to participating in 35 races, the racing team visits Navy facilities including the Pentagon, Pensacola NAS, Great Lakes, El Centro, and an aircraft carrier, to introduce the racing team to the

Navy. So far the team has not had a tour of a submarine, but they are trying to arrange one.

The value of the Motorsports Program is the advertising return on investment. With a \$6 Million budget, the team has netted over \$20 Million worth of advertising "time."

The 2006 program features Dale Earnhardt Jr. Racing teamed with the Navy Motorsports Program. They will race in 35 races again this year and provide displays at 19 races with their "show car." The Navy program plans to remain with the Busch series of races for the foreseeable future because it costs less than the NASCAR Sprint Cup series.

When questioned, Senior Chief Priest explained that about 25% of the people they contact through the Motorsports Program actually enlist in the Navy. During the presentation Senior Chief Priest showed two videos, one titled "Sailors Make a Difference" and the other a clip that aired on national television with Dale Earnhardt riding the back seat of an FA-18. He was clearly enjoying the ride (straight up several thousand feet immediately after takeoff) and stated "I want to join the Navy."

Larry Salter, our President, closed the presentations by "mugging" CDR Schiffman and Senior Chief Priest. He also thanked Roger Nance, past President, for arranging the presentation.

*Contributed by David Thomas*



## Special Event: June 7, 2006

As we mentioned in last months newsletter, our Council is planning an evening at Tillicum Village with our colleagues from the Seattle Council. The arrangements have been finalized:

- Date:** June 7 (this is a change to the date that was mentioned last month)
- Place:** Pier 56, Tillicum Village departure pier on the Seattle water front (probably 4 blocks north of the Seattle Ferry Terminal). We tried to arrange for a boat to pick us up on our side, but the cost was prohibitive.
- Time:** 4:30 PM sailing (please arrive no later than 4:15 PM)
- Cost:** \$50.00 per person (Diane Jaffa, Seattle Council President, was able to get us a great discount-retail is \$69.00 per person).
- RSVP:** Please RSVP with your payment by 19 May. Make checks payable to NL Seattle Council and mail to PO Box 16171, Seattle, WA 98116. We do not have a flyer yet-just send a check with "Tillicum Village" on the "FOR" line.

If anyone is new to the area and does not know about Tillicum Village, you can find information at [www.tillicumvillage.com/](http://www.tillicumvillage.com/). Guests are welcome also-the more the merrier. This will be great fun, please join us for a Navy League night with our Seattle friends. Questions? Contact Tina Salter, BROLPN Special Events Coordinator).





# Bremerton-Olympic Peninsula Council

Proudly Presents

## “Wave the Flag, Proud and Tall”

### Armed Forces Day 2006 Gala



**Rear Admiral Jeffrey Cassias, USN**  
Commander, Submarine Force  
U.S. Pacific Fleet  
will be the evening's guest speaker.

The Cornucopia Concert Band will provide the evening's entertainment. The band plays ragtime and dance band music from the 1920's. It should be a toe tapping evening.

**Where:** Admiral Theatre  
**Date:** Saturday, May 20, 2006  
**Dress:** Civilian: Business Attire  
Black Tie Optional  
Military: Dinner Dress White

**Time:** 5:00 p.m. Doors Open  
No-Host Cocktails  
(Complimentary Soft Drinks)  
6:00 p.m. Speaker  
7:00 p.m. Dinner  
8:00 p.m. Entertainment

**Tickets:**  
\$45.00 Each  
Includes entertainment  
and Surf & Turf Dinner  
and Complimentary Soft  
Drinks  
Vegetarian Meal Available on  
Request

*Reservations Necessary. Seating is limited and ticket requests will be honored on a first come basis.*

**For reservations call Marilyn Caldwell at 360.830.3525 or mail your request with payment no later than May 12.**

**For more information visit the Armed Forces Day Gala Web site at [www.armedforcesday.org](http://www.armedforcesday.org).**

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Guests: \_\_\_\_\_  
Number Attending @ \$45 per person. Total \$ \_\_\_\_\_

Surf & Turf # \_\_\_\_\_  
Vegetarian # \_\_\_\_\_



*If you cannot attend, please consider sponsoring a service member and spouse.*

Make check payable to BROLPN Navy League and mail to Navy League, PO Box 626, Bremerton, WA 98337



Bremerton-Olympic Peninsula Council  
 Navy League of the United States  
 Post Office Box 626  
 Bremerton, WA 98337-0131

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## Planning Calendar

- Friday May 5 Tour - Naval Air Station Whidbey Island
- Tuesday May 9 Monthly Luncheon - Bangor Plaza
- Saturday May 20 Armed Forces Day 2006 Gala - Admiral Theater
- Wednesday June 7 Special Event - Evening at Tillicum Village with colleagues from Seattle Council
- Tuesday June 13 Monthly Luncheon - Bangor Plaza

### May

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### June

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## On This Date

*May 8, 1911 - Navy ordered its first airplane, Curtiss A-1, Birthday of Naval Aviation*

*May 10, 1960 - USS Triton (SSRN-586) completes submerged circumnavigation of world in 84 days following many of the routes taken by Magellan and cruising 46,000 miles.*

### May Luncheon

**Date:** May 9, 2006  
**Time:** 11:30 AM  
**Place:** Bangor Plaza, Naval Base Kitsap-Bangor  
**Program:** Monika French  
 A spouse's view of the Navy and some ways the Navy League can support active duty families

Call Pioneer Services at 360.405.6336 by Wednesday May 3rd to make your reservation. You are asked to call even if you have a standing reservation.

**RESERVATIONS ARE NECESSARY**  
 All participants must be signed up and on the reservation list. Guests and members without a base pass must also be on the list and enter through the main gate.