

**Richard Woodford**

Thu, Feb 16,  
3:33 PM

John,

Good copy here. One correction for my current phone: (571) 216-2875 is my direct mobile line (preferred).

The (202) 321-0755 number is No longer assigned to me, please delete it from your contacts listing.

I regret that I am unable to attend tonight's EXCOM meeting due to a family commitment.

In lieu of my presence, I respectfully submit the following ideas for the Committee's consideration:

1) Leveraging our Companions in key positions/Outreach

As the Committee knows, our Companion Carlos Del Toro is currently SECNAV. Carlos is also my USNA Classmate (1983).

While I do not presume to suggest adding anything to SECNAV's workload, I will be reaching out to him and other USNA Classmates on 1 April 2023 at a reception hosted by the current USNA Superintendent VADM Sean Buck '83. Sean's tenure as "Supe" ends this year - before that passes, I'd like to increase our Order's visibility amongst USNA midshipman, as well as midshipmen at USMMA, USCGA, and the state Maritime Academies. As USNA Class of 1983 will be celebrating our 40th Reunion this Fall, I anticipate being able to personally connect with many potential Companion candidates.

If ADM Linda Fagan, USCG, Commandant, isn't already on our invite calendar for NOUS celebration of the Coast Guard's anniversary in August, we should be working on that invitation.

If every Companion brought on just one new member a year, we could double our current member. I'm working on some ideas to increase our influencing footprint outside of FaceBook, to include other platforms.

2) Influencing public awareness through Hollywood

With the recent success of the sequel "Topgun- Maverick" and "Devotion," Naval Aviation is enjoying another boost in public recognition. Has the Order ever considered or offered honorary membership to anyone based on their portrayal of naval heroes or the naval services? I'm thinking Glenn Powell (actor, co-producer of "Devotion"), Adam Makos (author), and J.D. Dillard (Director, son of Blue Angel). Of course, Tom Cruise (Topgun, and Maverick) may become a bridge too far, but you can see what the possibilities are for increased public awareness with some high

visibility Companions. We also have to consider adding some "in house" celebrities such as CDR Billie Farrell, CO "Old Ironsides" and members of the Navy Flight Demonstration Team, the Blue Angels.

### 3) Increased outreach across all Sea Services, ranks and ratings

When "Naval Order" comes across the airwaves, we do ourselves a disservice if we do not emphasize that our Order comprises all the members of all thesea services and not just the Navy/Marine Corps and not just the officer corps. I haven't seen the overall membership rolls, but I venture that we are not as well represented as we should be by all services at all levels. How we increase those numbers will take some dedicated effort on a personal basis to the active duty and reserve leadership, from Wardroom to deck plates.

Do we currently sponsor any awards or events at the Senior Enlisted Academies, the Naval War College, or the Naval Postgraduate School? These schoolhouses have a steady throughput of potential Companions.

Those are all I have to offer this month. I am available later tonight (after 9 pm) or Friday to discuss at length with any interested parties.

Very Respectfully Submitted,

Richard Woodford