

NOTE 5060
N00E
25 JUN 2012

NOTICE 5060

From: Director, Navy History and Heritage Command

Subj: 237th NAVY BIRTHDAY COMMEMORATION

Ref: (a) NAVADMIN 201642ZJUN12
(b) OPNAVINST 5726.8

Encl: (1) Matrix of Navy Birthday Week Activities

1. Purpose. As directed by references (a) and (b), to publish specific details of the Commemoration of the Navy's 237th Birthday.

2. General. October 13, 2012 will mark the Navy's 237th birthday. The observance of which is intended to provide a positive and meaningful celebration of our Navy's history and traditions.

3. Requirements: Commander, United States Fleet Forces Command (CFFC), Commander, Pacific Fleet (CPF), Chief of Navy Information (CHINFO), Commander, Naval Installations Command (CNIC), and Commander, Naval Reserve Force Command (CNRFC) will:

- a. Provide manpower/experts to support the Navy Birthday Working Group as delineated in ref (a).
- b. Execute Navy Birthday commemorative events per instruction to include a bell ringing ceremony.
- c. Execute CHINFO Public Affairs Plan and participate in planned community activities where operationally feasible.

4. Working Group. Purpose: Establish a Working Group (WG) of key stakeholders to oversee planning and program development for the annual Navy Birthday commemoration (NAVADMIN 201642ZJUN12).

- a. Official Designation: The WG's official designation is the Navy Birthday Commemoration Working Group (hereinafter referred to as "Navy Birthday WG").

- b. Objective and Scope of Activity: The Navy Birthday WG will develop a unified theme, message and Navy Birthday Plan.
- c. Background: Commensurate with the importance of the Navy Birthday, the goal is to elevate the size, scope and impact of the annual Navy Birthday.
- d. Policy: NAVADMIN 201642ZJUN12, CNO/DNS directed NHHC to plan and oversee the execution of a coordinated global Navy Birthday commemoration to include a standardized Navy Birthday ceremony program and a Navy-wide Birthday bell ringing. The intent is to imbue our Sailors with the importance and significance of our Navy's history and heritage by honoring our shipmates who continuously stood the watch, fighting and sacrificing throughout the 237 years of the Navy's existence. To accomplish this, NHHC will stand-up a Navy Birthday WG comprised of military and civilian representatives of all involved commands.
- e. Responsibilities of the Working Group (WG):
 - a) The Navy Birthday WG will meet on a regular basis to formulate all operational and logistical requirements for the annual Navy Birthday. The WG is administered by Director, NHHC Office of Commemorations. Director, NHHC will provide routine reports to DNS as directed.
 - b) Develop the following products to be made available for use via the NHHC website and any other social media outlets deemed appropriate NLT 31 Aug 2012:
 - a) Bell ringing template
 - b) Plan of the Day historical notes
 - c) Matrix of possible events (see included draft)
 - d) Birthday ball template
 - e) Strategic messages/PA guidance/Rhumb lines/video messages
- f. Planning Process: The intent is for the planning process to be as inclusive and transparent as possible. Based on best planning practices, the Navy Birthday WG will be structured as an integrated product team (IPT) made up of representatives from all stakeholder commands (see para g). Recommendations and planning accomplished by the Navy Birthday WG will be formally reported to DNS on a regular basis using in-process review reports by Director, NHHC. Feedback on IPT reports will provide approval and/or additional direction to the Navy Birthday WG as necessary.
- g. Membership: The following Commands require representation on the WG:
 - a) CNIC, USFF, CPF, CHINFO, CNRFC, and NHHC

b) Subject Matter Experts: Key stakeholders from coordinating services, agencies and outside organizations identified by the WG will participate in meetings as subject matter experts as required.

c) Senior enlisted are encouraged to participate.

h. Logistics: Meetings will be held in Bldg. 101, Room 242, Washington Navy Yard and teleconference call in number will be provided SEPCOR.

1. Meeting dates:

a) August 2, 2012.

b) August 23, 2012.

c) September 13, 2012

d) October 4, 2012 (if required)

2. Meeting time: 1400-1500 (EST)

i. Reports: The WG will provide meeting minutes to Director, NHHC and WG members. IPR reports will be forwarded to DNS via the Director, NHHC.

5. Mandatory Commemoration Events. The following specific events are to be included in this celebration by all Navy commands.

- a. Bell-ringing Ceremony
- b. Plan of the Day notes
- c. Cake cutting
- d. History stand-down
- e. Reading of SECNAV/CNO birthday messages

6. Discretionary Commemoration Events. The following specific events may be included in the week long celebration (see enclosure (1) for sample schedule of activities).

- a. Command picnics/Fun Day
- b. Golf Tournament
- c. Awards ceremony
- d. Moments of silence
- e. Chief's Mess/Wardroom Luncheons
- f. Classic Navy movie presentation
- g. Fun/Birthday Run
- h. Wreath Laying Ceremony
- i. Memorial Service
- j. Re-enlistments
- k. Birthday Ball/Dining Out

7. Reporting Requirements.

a. CNIC, CFFC, CPF, CNRFC to report Command/Ship-specific scheduled commemorative activities to DNS via NHHC NLT 14 September 2012.

b. CNIC, CFFC, CPF, CNRFC to provide Lessons Learned from Navy Birthday events and Bell Ringing ceremonies to NHHC NLT 16 November 2012.

c. WG reports as required above.

Typical Navy Birthday Week

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Columbus Day	History Lesson - 1812	History Lesson - 1812	History Lesson - 1812	History Lesson - 1812	
	Awards Ceremony	Classic Navy movie on mess deck	Wardroom Luncheon w/ local navy veterans	Bell Ringing Ceremony	Bell Ringing Ceremony (Duty Sections and NOSCs)
	CMC luncheon w/ retired CPOs	Command Picnic	Global Reenlistments		
	Wreath laying		Fun Run	Golf Tournament	
	Local school visit to teach history lesson				
				Navy Ball/ Dining Out	Navy Ball/ Dining Out

SAMPLE