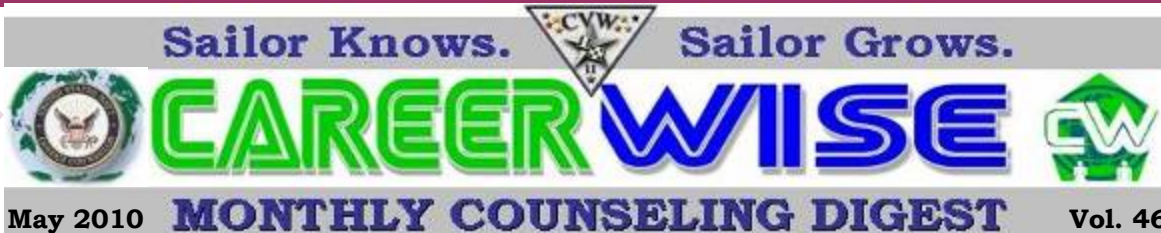


Your Guide
To Benefits
Online Tools
& Current
Instructions



The Source You
Need To Boost
your Career Online
before, during &
after deployment

DEPLOYMENT EDITION



Lessons Learned on How to Take Care of yourself & family Before, During and After Deployment

Navy Personnel Command (NPC), have restored the majority of services that support the fleet after the flood. But, here are the new schedule:

SELECTION BOARD:
24 May: Reserve E7 Board Convenes
14 Jun: Active E8 Board Reconvenes
6 Jul: Active E7 Board Convenes

CMS-ID:
Application: May 19 through May 28

NPC Online Tools:
unavailable from 7 p.m. May 14 to 6 a.m. May 17, Central time

After Deployments*

A few days after you return, sit down with anyone affected by your deployment, at a time when you won't be disturbed by friends or family. It's time to talk business.

Safety First

- Try to slow down on things you haven't been accustomed to like driving, family gathering or drinking.

Update your personal information

- If you made changes to your accounts and policies, call to change them back to their original status.
- Call to cancel a Power of Attorney.

Financial Review

- This personal assessment provides an immediate overview of your current financial picture and provides simple recommendations. On Savings: once you return and you have had a chance to review your finances, it's time to start thinking about your future.

Take a vacation

- You may consider taking a vacation when you return. Renew that energy. Check MWR for savings.

Education & Family

- Take your time to bond with family & relatives. Consider taking college via Navy College.

* Some EXCERPTS from USAA Pre-Deployment Guide

Pre & Post Deployment: Visit Navy College Prior and Get advice from Navy College Counselors

[NAVADMIN 105/10](https://www.navycollege.navy.mil/) modifies and amplifies existing policies as implemented in OPNAVINST 1560.9A, Voluntary Education for Sailors, to include Individual education plans, TA/NCPACE Course requirements, required time onboard first permanent duty station (PDS), and course completion. Amplifying information is available on the Navy College website at: <https://www.navycollege.navy.mil/>. Contact your local Navy College Office for further assistance.



Before Deployment

Medical Checklist

- Make sure DEERS (Defense Eligibility Enrollment Reporting System) is current
- Make sure your spouse understands the military's Family Member Dental Plan
- Verify TRICARE status for your family
- Review family TRICARE procedures with your spouse
- Check your prescriptions for status of refills and expiration dates
- Ensure you have a spare set of eyeglasses and/or contact lenses
- Consider signing a medical power of attorney for health care decisions in the event of injury

Before & Future Deployments*

Once the dust has settled and your personal life is back to normal, it's time to review and improve for the next deployment. Many people ignore this part of the deployment cycle and as a result, they repeat the same mistakes over and over again throughout their military career. In some cases, just as things return to "normal," you may be notified of your next deployment.

Here are few suggestions to make preparing for the next deployment easier.

- Examine your accounts, pay off bills and check ongoing payment plans and update as needed.
- Consult a financial planner to sort through financial issues and develop long-range solutions.
- Review and adjust insurance coverage. Establish a plan for your property, auto and home protection for the next time you deploy.
- Address issues your spouse or relative had to overcome while you were away and determine a better way for the next time.
- Write down everything you learned and place it with the receipts, financial and legal documents folder you developed before you deployed the last time.

* **EXCERPT from USAA Pre-Deployment Guide**

Keep changing. When you're through changing, you're through – *Bruce Barton*

Before Deployment*

Legal

- Prepare a will
- Consider a living will for you and your spouse. Make sure your spouse, relative or friend is aware of its contents
- Consider giving your spouse, relative or trusted friend a power of attorney or limited power of attorney to handle affairs in your absence. (Consult a legal advisor.)

Personal Property

- Place important documents in a safe deposit box
- Review your property insurance coverage
- Replace filters on heating and air-conditioning systems
- If there are any repair needs for electrical, climate control and water systems, have them done now
- Make sure your spouse knows how to turn off the hot water heater, water or well pump, gas mains and any other major systems
- Check your smoke detectors
- Label fuses and circuit breakers and show your family members how to use them
- Arrange for a home security system
- If you have a home security system, make sure it works. Leave instructions with a neighbor or trusted friend should the alarm activate
- Photograph or videotape the condition of your property
- Update your property inventory with serial numbers

* EXCERPT from USAA Pre-Deployment Guide



During Deployment

Stay in Touch

It's important to stay in touch with your family during deployment. Today, there are many ways to communicate during deployment. Before you depart, discuss what will be available and best for you and your family: Email, Phone, Facebook (Social Network).

Connect with Your Family: United Through Reading

For Navy families that have participated - or are currently participating in this nationally-acclaimed program, United Through Reading is actively seeking feedback. Please encourage your Sailors to post their comments, stories and suggestions on United Through Reading's Facebook fan page or complete their online survey at <http://www.unitedthroughreading.org/>.

Go to NPC to connect to various Career Tools

There's a lot of web-based technology on the NPC website to assist Sailors. Here's a Career Toolbox link that provides a summary of all online tools:

<http://www.npc.navy.mil/CareerInfo/StayNavyTools/CareerTools/>

During deployment at sea inquire about the NIAPS to access NPC onboard ships.

Visit this to continue some of your Benefits

The Career Transition Office (CTO) was established to support the Navy's Total Force Vision for the 21st Century and the Chief of Navy Personnel's Continuum of Service (CoS) initiative. This supports rapid and seamless transitions across Active and Reserve Components that encourages a lifetime of Navy service, whether in uniform or as a Civil Servant. For more information please visit:

www.npc.navy.mil/CareerInfo/Transition/

Other Checklist

- Make sure your spouse is aware of financial and computer passwords
- Notify creditors who may offer deployment discounts
- Set-up an emergency communication plan
- Make sure your family's military I.D. cards are current and will not expire while you are gone
- Notify your children's school of your deployment
- Arrange care for your pets
- Make sure all shots are up-to-date
- Notify your veterinarian if someone will be taking care of your pet
- Make a list of important e-mail addresses to take with you

Remember that each person will react differently to deployment. You and your dependents may feel like on an emotional roller coaster. It's normal. Check your Family Readiness Group throughout the deployment for support.

NAVY NEWS YOU CAN USE

Before Deployment

Financial

- Contact a Financial Advisor to discuss your situation prior to departure
- Review life insurance coverage for you and your family
- Set up a folder to hold receipts, financial and legal documents in your absence
- Review your financial arrangements. Make sure all financial accounts are shared with your spouse
- Record financial account numbers and take a copy of that record with you when you deploy
- Review your financial needs. Ensure that any loans that may be needed are prearranged
- Discuss budgets for home and deployment expenses
- Plan for the unexpected expense like car and home repairs
- Consider additional funds in your checking account at all times

Navy E-LEAVE

When implemented later this year, E-leave will reside inside the Navy Standard Integrated Personnel System (NSIPS) Electronic Service Record (ESR) Application. Sailors must establish access and routinely view the ESR to become comfortable with the look and feel of the program. E-leave will streamline a Sailor's leave request without forcing Sailors to chase paper. It eliminates delays due to misrouting of paper copies. It will automate the command's leave control log and ensure that pay entitlements are properly credited without the need to submit documents to a supporting disbursing office or Personnel Support Detachment (PSD). Shore-based implementation will begin in August 2010. Afloat implementation will occur over the following 24 months. [NAVADMIN 103/10](#) outlines details

Navy GMT

GMT Core Topics will be addressed via Instructor-led training sessions provided at the Command level by Command Leadership, Command Training Teams, and Collateral Duty Officers/Chief Petty Officers. The topics are: Responsible use of alcohol (use, prevention, and control), Responsible personal behavior (sexual assault prevention and response and equal opportunity and sexual harassment grievance procedures), Ask-Care-Treat (suicide awareness and prevention), Improving personal financial management, and Operational stress control. Facilitator guides and flash presentations can be downloaded from the Center for Personal and Professional Development (CPPD) training library on Navy knowledge online (NKO) at www.nko.navy.mil on the current CPPD GMT Page. GMT topics and procedures are outlined in [NAVADMIN 098/10](#).

There is no way to make people like change. You can only make them feel less threatened by it – *Fredrick O'R Hayes*

NAVY NEWS YOU CAN USE

Polish your Rating Knowledge: Do your Professional Military Education (PME)

Today's Navy requires ALL enlisted Sailors to perform missions across the spectrum of naval and joint military operations. The Professional Military Education Continuum was instituted to prepare Sailors to contribute to operational excellence by providing relevant education across the course of a Sailor's career. Completing PME helps Sailors to prepare for the advancement exam as it contains subject matter in the areas of Navy policy, Navy tradition and history, Navy organization, and United States military organization for all testing pay grades (E-4 through E-7). Sailors will be better prepared for the Fleet, and to assume key naval and joint leadership roles.

Introductory PME: Designed specifically for enlisted Sailors (E-1 to E-4). The course serves as the foundation for a Sailor's PME experience and meets the learning objectives identified by the Enlisted Joint Professional Military Education (EJPME) and fleet requirements

Basic PME: Developed for all petty officers (E-5 and E-6) regardless of warfare community. The Basic PME enlisted course creates a common PME experience and foundation for the Primary Enlisted course in approximately 40 hours of education.

Primary PME: Designed to provide a common educational baseline for senior enlisted (E-7 to E-9) and junior officers (CWO2 to O-4), and is a prerequisite to attend the Senior Enlisted Academy. The Primary PME course consists of 70 hours of education tailored to specific warfare communities with the inclusion of community specific lessons.

Enrollment: All Online PME courses reside in the Navy's Integrated Learning Environment (ILE) and can be accessed through Navy e-Learning through the Navy Knowledge Online (NKO) portal. With operational demands in mind, the courses are designed to allow Sailors to break from the course schedule and start again at a later date. Once completed, Navy e-Learning will automatically update the electronic training jackets and document course completion.

Visit: Navy Knowledge Online to access: <https://www.nko.navy.mil/portal/home/>

More info via PME online brochure: https://www.nko.navy.mil/gear/library/download?document_id=v4doc67700002

facebook

Be the first few to join Career-Wise at Facebook for the latest Navy Career News & updates & post some of your questions & ideas. Search on Facebook: Navy Career Wise

<http://www.facebook.com/pages/Navy-Career-Wise/377825300694?v=wall>



Three things it is best to avoid: a strange dog, a flood, and a man who thinks he is wise – *Welsh proverb*

College & Education

UPDATE ON POST-911 GI BILL

Remind that early and often to heed the transferability rules. First, check to ensure all DEERS-listed dependents are updated. Then, to transfer benefits, log into this site - <https://www.dmdc.osd.mil/TEB/>. After transferring, Sailors can change the amount to each recipient at anytime. The safest thing to do is transfer a portion to each family member that you want to have this awesome benefit. Afterward, check the same DMDC website for approval. Then, Sailors can go to VA's website to the "Veterans Online Application (VONAPP)" - <http://vabenefits.vba.va.gov/vonapp/>. VA will verify eligibility and provide a certificate of eligibility to the family member designated.

Apply for TA on the Web

Sailors should apply for Tuition Assistance (TA) through the Web Tuition Assistance (WebTA) system. WebTA eliminates paper TA applications by allowing Sailors to apply for TA electronically.

WebTA In a Nutshell

- 1) Go to [Navy College homepage](#) to access WebTA via MyEducation.
- 2) Fill out online application and email to your CO or By Direction Authority for approval.
- 3) CO approves application with electronic signature and forwards to Navy College.
- 4) Navy College approves TA request by electronic signature and forwards authorization to student's WebTA account.
- 5) Student logs on to his WebTA account, prints TA authorization and submits to school.

Sailors must follow these rules to use WebTA:

- 1) Remain on active Duty for duration of course.
- 2) Receive academic advisement & TA policy counseling with Navy College within the past year.
- 3) No outstanding TA Waivers or missing/overdue grades.
- 4) Must not owe money to the Navy for previously funded courses.
- 5) Must not be maxed out on fiscal year TA quota credits.
- 6) Not in STA-21, GEV, AEV programs

Command Endorsement

After filling out the WebTA application Sailors must email it to the CO or by direction authority for approval via electronic signature. **Commanding officers & OICs** need to identify the email address of their unit's endorsing TA authority and provide this information to its WebTA applicants.

Fax Your Grades!

As spring semester comes to a close you should fax your grade report to Pensacola if you used Navy Tuition Assistance (TA). The Navy holds each Sailor responsible for submitting a grade report. After you fax your grade report check [MyEducation](#) to see if the grade was posted to your TA account. Call NCO if your grade is not posted within 7 days. The fax number to Pensacola is (850) 452-1149. Be sure your grade report is a clean, bold copy containing your name and the last four of your SSN.

Keep constantly in mind how many things you have witnessed changes already. The universe is change, life is understanding – *Marcus Aurelius*



GSA or Individual Augmentee Checklist

There is a new version of the Expeditionary Screening Checklist (NAVPERS 1300/22) out and it is vital that your CIACs get this information. The link to the PDF file can be found at:
<http://www.npc.navy.mil/NR/rdonlyres/377F1D2F-3E4F-444F-B5CA-D8823FC34716/0/NAVPERS130022.pdf>

Stay in Shape and UPDATE your PRIMMS

Every Sailor needs to validate their PRIMMS data just as they would validate their service record. PRIMMS data is reviewed in the selection board process and you have to be physically qualified for promotion, even if you are medically waived you still need to pass the PRT in those areas in which you are not waived to include body fat to get promoted. Review PRIMMS data through BUPERS Online at <https://www.bol.navy.mil>.

CNO's Latest Information on Career

Message #	Subject	Date
164/10	<u>NAVAL WAR COLLEGE FLEET SEMINAR PROGRAM</u>	05/08/2010
160/10	<u>ADVANCEMENT EXAM DEVELOPMENT CONFERENCE</u>	05/05/2010
157/10	<u>CRITICAL HOUSING AREAS (CHA)</u>	04/30/2010
156/10	<u>WAIVER OFFICER ACTIVE DUTY MINIMUM SERVICE</u>	04/30/2010
154/10	<u>FY-11 ACTIVE-DUTY NAVY E9 SELECTION BOARD RESULTS</u>	04/29/2010
152/10	<u>INTEGRATION OF WOMEN INTO THE SUBMARINE FORCE</u>	04/29/2010
148/10	<u>2010 NAVY COMMUNITY SERVICE AWARD NOMINATIONS</u>	04/27/2010
147/10	<u>NAVY MOTORCYCLE SAFETY MANAGEMENT TOOL</u>	04/27/2010
146/10	<u>FAMILY GRAM 03-10 CHILD AND YOUTH PROGRAMS</u>	04/26/2010
139/10	<u>ESTABLISHMENT OF THE CYBER WARRANT OFFICER COMMUNITY</u>	04/20/2010

•Updated Training (GMT slides), Links & Sources of recent changes on veteran, benefits, dependents & other career related information: http://www.facebook.com/pages/Navy-Career-Wise/377825300694?v=app_2347471856#!/posted.php?id=377825300694

•Notes & NAVADMIN: http://www.facebook.com/pages/Navy-Career-Wise/377825300694?v=app_2347471856

LATEST MUST READ ENLISTED NAVADMIN. Click the Hyperlink

CLICK THE LINK

More Veteran Benefits News

National Resource Directory Updated

The National Resource Directory redesigned and enhanced its website at <http://www.NationalResourceDirectory.gov>. Created for servicemembers, veterans, wounded warriors, and their families and caregivers, NRD is a tool for service providers to reach out to the military and veterans communities. It provides access to thousands of services and resources at the national, state and local levels to support recovery, rehabilitation and community reintegration. If you are aware of community programs and services that should be available to veterans, please submit them for review to the Suggest A Resource feature on the NRD. The National Resource Directory is a Department of Defense (DoD) and Department of Veterans Affairs (VA) initiative.

Teachers Needed

America needs 240,000 new teachers each year and there are severe shortages of math and science teachers. Every student deserves a great teacher and it could be you. The American Board for Certification of Teacher Excellence (ABCTE) offers one of the most flexible and affordable ways to earn your teaching certification, including an online, independent study program that will prepare you to teach on your own schedule and without costing you thousands of dollars.

ABCTE is a state approved route to full teacher certification in Florida, Idaho, Mississippi, Missouri, New Hampshire, Pennsylvania, South Carolina, Utah, & Oklahoma. ABCTE is offering a change to save up to \$1000 for those who enroll by May 21, 2010. Visit the ABCTE website to learn more.

Visit: <http://www.abcte.org/teach> for details.

Collaborative Efforts Produce eBenefits - Register Now!

The Departments of Defense and Veterans Affairs have worked collaboratively to develop a one-stop shop for benefits-related online tools and information. The eBenefits portal is NOW AVAILABLE for registration. The portal is designed for Wounded Warriors, Veterans, Service members, their Families, and those who care for them.

You can create a lifetime user account by using your current DoD CAC credentials! Military personnel and veterans with DoD CAC credentials can register quickly and have immediate access to a wide variety of information to assist them in understanding their benefits. Registration after separation or retirement may require a visit to a VA service location for credential validation. Avoid the trip. Register while still serving and keep your personal account for life. eBenefits provides two main services. It's a catalog of links to information on other websites about military and Veterans' benefits and it provides a personalized workspace called My eBenefits, which gives quick access to all the online tools now integrated into eBenefits - tools that let you do things like apply for benefits, download your DD 214, and see your benefits status online.

Service members, Veterans, and family members can register for eBenefits, which affords access to the secure features in My eBenefits and allows the portal to be personalized to the user's needs. Additional features are being developed and added every quarter.

Register TODAY at <http://bit.ly/d4BmNw> <<http://bit.ly/d4BmNw>>

Navy & Dependent News You Must Know



PCS & Other Move: Improved System Launched

Transportation officials have launched an improved system to better compensate servicemembers who personally move their household goods on military orders. The new system is Personally Procured Move (PPM), and it replaces the Do it Yourself (DITY) moves. All services began using the new system April 15. Moves initiated prior to that date will continue to process under the terms in place at the time of initiation. Members can make final moving plans with their local transportation office. The new system calculates for reimbursement using a "best value" method.

Some moves will not qualify for the new system. Rules for moves can be found in the DPS Smart Book at <http://www.move.mil> along with additional service-specific guidance.

Time to Update DEERS

TRICARE beneficiaries specially those overseas should keep an eye on their mailbox for critical information about how the new TRICARE Overseas Program contract affects them. To make sure the information reaches them, beneficiaries living abroad need to update their Defense Enrollment Eligibility Reporting System (DEERS) records as soon as possible. Contact information can be updated in DEERS in person--find the nearest ID card office online, by phone at 1-800-538-9552 (1-866-363-2883 TTY/TDD), by faxing at 1-831-655-8317, or by mailing address changes to DMDC Support Office, 400 Gigling Road, Seaside, CA 93955-6771. For more information, visit TRICARE's DEERS webpage. <http://www.dmdc.osd.mil/appj/address/index.jsp>

Have the Courage to Talk

Dr. Stephen Cozza, professor of psychiatry at the Uniformed Services University of Health Sciences, and associate director of the Center for the Study of Traumatic Stress, recently discussed a new program called "Courage to Care Courage to Talk" on the Military Health System's Dot-Mil-Docs Program. To listen to the program, visit the Military Health System's Dot-Mil-Docs webpage. To learn more about this new, electronic health campaign, visit the Courage to Talk website at <http://www.couragetotalk.org>.

Navy Launches Blog

The Navy launched its official blog recently at www.navylive.dodlive.mil with an inaugural post penned by the Secretary of the Navy, the Honorable Ray Mabus. The Navy Live blog, hosted on the DoD Live blog hosting service, was launched to be a platform for talking about issues and important matters confronting the Department of the Navy. The blog is intended to tell the Navy story through the voices of both leadership and deck plate Sailors. For a complete listing of all Navy social media sites or to register your command site, visit the Navy.mil Social Media Directory. Visit: <http://www.navy.mil/socialmedia>

Submit your input, ideas & questions at lazaro.astro@navy.mil or search Facebook: Navy Career Wise

Navy Book Reading Summary & Excerpts

Chapter 1: The Three Rules of Epidemics

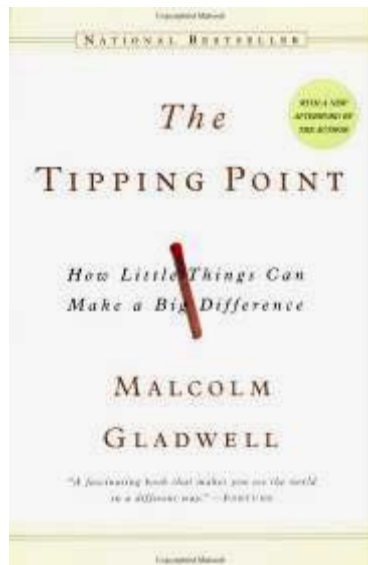
Gladwell asserts that most trends, styles, and phenomena are born and spread according to routes of transmission and conveyance that are strikingly similar. In most of these scenarios, whether the event in question is the spread of syphilis in Baltimore's mean streets or the sudden spike in the popularity of Hush Puppies sales, there is a crucial juncture, which Gladwell terms the "tipping point," that signals a key moment of crystallization that unifies isolated events into a significant trend. What factors decide whether a particular trend or pattern will take hold? Gladwell introduces three variables that determine whether and when the tipping point will be achieved.

The three "rules of epidemics" that Gladwell identifies are: the Law of the Few, the Stickiness Factor, and the Power of Context. He concludes the chapter with a preliminary discussion of the Law of the Few, noting that the origins of most major epidemics of sexually transmitted diseases can be traced back to the disproportionate influence of a few "super infectors" who are personally responsible for dozens, or in some cases, hundreds of transmissions. This role is analogous to the category of people that Gladwell identifies as "Connectors," who play an inordinate role in helping new trends begin to "tip," or spread rapidly.

Chapter 2: The Law of the Few: Connectors, Mavens, and Salesmen

The attainment of the tipping point that transforms a phenomenon into an influential trend usually requires the intervention of a number of influential types of people. In the disease epidemic model Gladwell introduced in Chapter 1, he demonstrated that many outbreaks could be traced back to a small group of infectors. Likewise, on the path toward the tipping point, many trends are ushered into popularity by small groups of individuals that can be classified as Connectors, Mavens, and Salesmen.

Connectors are individuals who have ties in many different realms and act as conduits between them, helping to engender connections, relationships, and "cross-fertilization" that otherwise might not have ever occurred. Mavens are people who have a strong compulsion to help other consumers by helping them make informed decisions. Salesmen are people whose unusual charisma allows them to be extremely persuasive in inducing others' buying decisions and behaviors. Gladwell identifies a number of examples of past trends and events that hinged on the influence and involvement of Connectors, Mavens, and Salesmen at key moments in their development.



Chapter 3: The Stickiness Factor: Sesame Street, Blue's Clues, and the Educational Virus

Another crucial factor that plays a key role in determining whether a trend will attain exponential popularity is what Gladwell terms “the stickiness factor.” This refers to a unique quality that compels the phenomenon to “stick” in the minds of the public and influence their future behavior.

An interesting element of stickiness, as defined by Gladwell, is the fact that it is often counterintuitive, or contradictory to the prevailing conventional wisdom. To illustrate this point, Gladwell undertakes an in-depth discussion of the evolution of children’s television between the 1960s and the 2000s.

The PBS show Sesame Street represented a vast improvement in the “stickiness” of children’s television, in large part because it turned many of the long-established assumptions about children’s cognitive abilities and television-watching behaviors on their heads. These changes, based in large part on extensive research, resulted in a show that actually helped toddlers and preschoolers develop literacy. Years later, the television show Blue’s Clues applied many of these same techniques to Sesame Street itself, resulting in the development of a program that research has shown can generate significant improvements in children’s logic and reasoning abilities. The attribute of stickiness, Gladwell argues, often represents a dramatic divergence from the conventional wisdom of the era.

Chapter 4: The Power of Context (Part One): Bernie Goetz & Rise & Fall of New York City Crime

Another crucial aspect of the complex processes and mechanisms that cause trends to “tip” into mass popularity is what Gladwell terms the Power of Context. If the environment or historical moment in which a trend is introduced is not right, it is not as likely that the tipping point will be attained. To illustrate the power of context, Gladwell takes on the strangely rapid decline in violent crime rates that occurred in the 1990s in New York City.

Although Gladwell acknowledges that a wide variety of complex factors and variables likely played a role in sparking the decline, he argues convincingly that it was a few small but influential changes in the environment of the city that allowed these factors to tip into a major reduction in crime. He cites the fact that a number of New York City agencies began to make decisions based on the Broken Windows theory, which held that minor, unchecked signs of deterioration in a neighborhood or community could, over time, result in major declines in the quality of living.

To reverse these trends, city authorities started focusing on seemingly small goals like painting over graffiti, cracking down on subway toll skippers, and dissuading public acts of degeneracy. Gladwell contends that these changes in the environment allowed the other factors, like the decline in crack cocaine use and the aging of the population, to gradually tip into a major decline in the crime rate in the city.

Chapter 5: The Power of Context (Part Two): The Magic Number One Hundred and Fifty

Clearly, in order for a trend to tip into massive popularity, large numbers of people need to embrace it. However, Gladwell points out that groups of certain sizes and certain types can often be uniquely conducive to achieving the tipping point. He traces the path of the novel *The Divine Secrets of the Ya-Ya Sisterhood* from regional cult favorite to national best-seller. Gladwell notes that the unique content of the novel appealed strongly to reading groups of middle-aged women in Northern California, and that these women were uniquely well-positioned to catapult the book to national success as a result of an informal campaign of recommendations and advocacy. Gladwell also remarks upon the unusual properties tied to the size of social groups. Groups of less than 150 members usually display a level of intimacy, interdependency, and efficiency that begins to dissipate markedly as soon as the group’s size increases over 150. This concept has been exploited by a number of corporations that use it as the foundation of their organizational structures and marketing campaigns.

Chapter 6: Case Study: Rumors, Sneakers, and the Power of Translation

In this case study-oriented chapter, Gladwell discusses the rise and decline of Airwalk shoes. The brand was originally geared towards the skateboarding subculture of Southern California, but sought to transcend this niche market and attain national name recognition. They succeeded in this endeavor with the help of an advertising agency with a unique understanding of the factors and variables that influence the public's perception of "coolness." The marketing campaign ruthlessly honed in on and exploited several timely avatars of coolness, such as Tibetan Buddhism, pachuco gang culture, and hipsters' ironic embrace of preppy culture, rendering Airwalk shoes cool by association in the process.

The company's unique strategy of offering unique products to boutique stores and a more mainstream shoe selection to department stores had long kept both cutting-edge hipsters and their more mainstream, impressionable counterparts content. However, as a cost-cutting measure, Airwalk eventually began providing all of its distributors with a single line of shoes. The delicate balance that had long rendered the company's products cool in the minds of the public was disturbed, and sales declined significantly.

Chapter 7: Case Study: Suicide, Smoking, and the Search for the Unsticky Cigarette

In another case study, Gladwell discusses the relationship between a sudden, alarming rise in suicide among adolescent males in Micronesia and the persistent problem of teen cigarette use in the United States. In both instances, teens were induced to become involved in potentially lethal experimentation. Gladwell asserts that both trends were predicated upon two main factors. First, teenagers are inherently, perhaps even genetically predisposed to imitate others and try on new behaviors and attitudes during adolescence. Second, the types of the people who are more likely to engage in dramatic, easily romanticized behavior such as early cigarette smoking or suicide are also more likely to be those that others tend to gravitate toward and seek to emulate. Gladwell also considers the origins and implications of the curiously large middle ground that exists between those who abstain altogether from potentially dangerous activities, and those who engage in them in a consistently low-level manner. In terms of cigarette use, these "chippers" typically never smoke enough to tip into full-blown addiction, and thus escape most of the ill effects of long-term tobacco use. Gladwell suggests that infrequent teenage experimentation with drugs or smoking should not be regarded with hysteria, but rather, should be accepted as inevitable and is, in all likelihood, benign.

Chapter 8: Conclusion: Focus, Test, Believe

In this chapter, Gladwell concludes with an account of the type of solution that reflects an understanding of the concept of the tipping point: A nurse seeking an effective, low-cost way to raise breast cancer awareness among African-American women shunned traditional routes and enlisted the help of hairstylists. In this environment, she reasoned, most people are relaxed and receptive to new information in a way that most education efforts can't duplicate. Gladwell acknowledges that this type of thinking is often derided as being a "band-aid" solution that treats symptoms, rather than underlying problems. However, he asserts that these solutions are often the very type of cumulative, low-key approach that can, over time, build to a tipping point of massive popularity and influence.

Afterword

In the newly-penned afterword to *The Tipping Point*, Gladwell updates a number of the case studies and anecdotes offered in the original text with new data. He also reconsiders the role of the Internet and Internet-related technologies, such as e-mail, and their impact upon the spread of trends and influence. However, he cautions that the overuse and sheer ubiquity of these formats can make the recipients "immune" to their effects.

Summary from http://www.wikisummaries.org/The_Tipping_Point

PCS CMS-Interactive Detailing, CREO & Perform To Serve

Overmanned Ratings April 2010 requires STE approval

Zone A Zone B

ABE
ABF
ABH
AD
AE
AM
AN
AS
AT
AWR
AZ
CE
CM
CS(SS)
EA
FN
LS(SS)
PR
PS
RP
SN
SW
YN
YN(SS)

AD
AWR
AZ
CM
PS
SW
YN(SS)
AO
BM
CS
DC
GM
HT
MA
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MAY 2010						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
0000 (CST) 2	0000 (CST) 3	4	1700 (CST) 5	6	7	8
9	10	11	12	13	14	15
16	17 0600 (CST)	0600 (CST) 18	19	20	21	22
23	24	25	26	27	28	29
30	HOLIDAY 31	Application results are available beginning at 1630 on the day the detailer selection ends and remain posted until the next month's requisition scrub				
APPLICATION RESULTS ARE AVAILABLE BEGINNING AT 1630 (CST) ON THE DAY THE DETAILER SELECTION ENDS AND REMAINS POSTED UNTIL THE NEXT MONTH'S REQUISITION SCRUB						
CMS-ID REQ LOAD		CMS-ID REQUISITION SCRUB		CMS-ID DOWN FOR MAINTENANCE		
CMS-ID AVAILABLE FOR APPLICATIONS		DETAILERS MAKE SELECTIONS		CMS-ID COMMAND COMMENTS ONLY (No Applications allowed)		

This ratings require STE approval from NPC. List for PTS & Conversion is updated monthly via: NPC Website: http://www.npc.navy.mil/CareerInfo/EnlistedCareerProgression/Reenlistments_Extensions/default.htm OR BOL: Via CAC Login and click on "Rate Manning Management" from the main menu

Change not the mass but change the fabric of your own soul and your own visions, and you change all – V. Lindsay

One must never lose time in vainly regretting the past nor in complaining about the changes which cause us discomfort, for change is the very essence of life – A. France

Career Wise - Puzzle Wise #12

Navy Career Acronyms

H T N C P A C E E I V J I J M
U D A O U X S O J F T W T A O
M N W X J S D P F Y W J P J C
O I E O D M Y U I K B T Q M S
C H B U U S A T U S Q H F S R
A B T B Z O P N Y I N Q F F E
R N A O Y E G I P V P N S L P
T S M M I R P L S F E I C T V
I N A P N C L I Q N S H R M A
U Q M W I B G C K J N E U P N
R Y E U C X W P I A O S B S M
C E V A E L E N S V C B M N O
V A G K A G K W E B R V K S C
A L S N D I S M C L I O H K Q
N X A I S O A E P J Y C N D V

CMSID

COMNAVPERSCOM

CONSEP

CREO

EAOS

ELEAVE

EODMU

FFSC

FLTMPS

GSA

IA

NAVCRUITRACOM

NCPACE

NKO

NPC

NSIPS

NSIPS

PRIMMS

WEBR

WEBTA

