



AIR STATION TRAVERSE CITY COMMANDING OFFICER VISION STATEMENT



Our mission is to put safe, reliable, mission-ready aircraft on the line with qualified and proficient crews to execute the full spectrum of Coast Guard missions in support of the D9 Commander – day or night under all weather conditions. Our priorities are:

Safe and effective mission accomplishment, taking care of our people and growing new leaders & partners.

The most important tool in accomplishing the mission is our people - we cannot be successful without a full team effort from Active Duty, Civilians and Auxiliary. We fly and fix aircraft, we support those that fly and fix – we do both professionally. We do this at home, at our Air Facilities or on deployment. Regardless of rating or specialty, everyone at the unit directly supports these priorities through:

- **Professionalism:** Set high, yet attainable standards and hold yourself and others accountable to them. Don't accept corner cutting, selective obedience or unprofessional conduct. Have the intestinal fortitude to take necessary action to prevent mission failure, injury or violation of Core Values. Be a person of character, transparency and integrity on and off duty. If you drink, do it responsibly and have a plan before the first sip.
- **Proficiency:** Continually strive to master your craft. Know your job and do it well. Celebrate success and learn from other's mistakes. Relentlessly pursue perfection and positive outcomes will follow. Strive to improve via advancement, promotion, training and education. Take a "low rep, high set" approach to evolutions with greater inherent risk (night hoists, transitions to/from the water, etc.). Make every effort to enhance safety and minimize risk, always remembering that at times we operate in an extreme and merciless environment. Stack the deck for crew success.
- **Pride:** Have pride in your job, our unit and the Coast Guard. Embrace ownership – own the mission, the shop, the process, the task at hand – whatever it is - do it right. Part of doing it right is having the right attitude and attitude is a choice. Choose an optimistic attitude and a CAN DO spirit. If you don't like something – don't complain about it - develop a solution to make it better. Do more than your share, add value where you see opportunity, be innovative and impactful – MAKE A DIFFERENCE.

Taking care of our people means we develop them and help them succeed through mentoring and counseling. We provide the very best quality of life. *People matter* – continuously challenge and train them to grow to their potential. Employ *intrusive leadership* to identify and correct issues early – act if you see someone in trouble. The most enduring legacy of this tour should be strong, positive relationships.

Our people need to grow into leadership roles and our Command Climate will support that. Active mentoring, apprentice modeling, focused coaching sessions and open/honest feedback will help to create such a culture. Strong partnerships and expanded leadership roles with local, state, federal, and tribal entities that focus on the Great Lakes area will expand our capabilities and improve service delivery to our customer base.

We will balance between our priorities, sometimes surging one way, sometimes the other, but our priorities will not change. **At all times, we will care for our spouses and families** – because that is the right thing to do. Success will look like:

- Our District and Sector Commanders supported with premier aviation capability based on professional operation of aircraft and the highest standards of readiness – making a difference with every mission and meeting or exceeding expectations.
- "No widows, no orphans" – everybody back safe – every time...at work, on missions, leave or liberty.
- Our men and women respected, cared for and recognized – professionally challenged – better than when we got them – ready for the next level.
- Our families cared for, informed, resourced and thanked – integrated as a part of the great Traverse City community.
- A "sterling reputation" in the community based upon operational excellence, strong partnerships, adherence to Core Values and high standards of conduct that the public expects from our Service.

All of you volunteered to join our Coast Guard. You have risen to the noble and gratifying call of saving lives and protecting our Nation. For 67 years, Air Station Traverse City has served the Great Lakes region. You are part of this legacy – use these priorities to guide your actions and we'll enjoy our successes together. LWP.

CDR Sean M. Cross