SECTOR JACKSONVILLE
COMMANDER'S GUIDING PRINCIPLES

Take care of your Family and Shipmates. Our strength is our people; we must all take care of our fellow Shipmates, reaching down to pull others up to ensure their continued personal and professional development. Our families and communities allow us to carry out our missions knowing all is well at home – prepare and reach out to your family and community, so they will be there to support you. Always adhere to our Coast Guard core values – they will guide you.

Core Values
- Honor
- Respect
- Devotion to Duty

Master your craft. Take pride in your job, strive for proficiency and work together as a team. Together we can combine our collective talents, guided by our principals of operations, striving for operational excellence and providing the impact of many agencies in one. The Nation expects the Coast Guard to protect those on the sea, protect the Nation from threats delivered by the sea, and to protect the sea itself. Coast Guard men and women - Active Duty, Reserve, Civilian and Auxiliary - get the job done in the most demanding environments. We are a unique, effective and efficient instrument of national security. No one else can do all that we do, but it is only possible when each Coast Guardsman is able to fulfill their individual responsibility.

Principals of Coast Guard Operations
- Clear Objective
- Effective Presence
- Unity of Effort
- On-Scene Initiative
- Flexibility
- Managed Risk
- Restraint

Foster partnerships at all levels. We are unique in our ability to bring together local, state, federal, military, tribal, and private sector agencies, maritime industry and non-governmental organizations to advance mutual interests and enhance effectiveness. You have a direct link with our partners and customers no matter what your rank or position. Make sure each interaction leaves them with a positive view of you and the Coast Guard. While we cannot do everything, we can be leaders in our communities to accomplish much more then would be possible as individuals.

Have fun! You now share in the proud tradition of the Coast Guard men and women who came before us. You are part of a team of very talented men and women doing exciting and rewarding work. Take pride in your accomplishments and enjoy the service you provide to the Nation.

T. G. Allan, Jr.
Captain, U.S. Coast Guard
Commander, Sector Jacksonville