



The Seattle Scuttlebutt August 2020

WELCOME TO SEATTLE NAVY LEAGUE!

In this issue of the SCUTTLEBUTT:

- Virtual monthly social - **August 27**
- Virtual Fleet Week wrap-up - **#FleetWeekSeattle**
- "From the Helm" - *looking ahead*

More details of all our events and volunteer opportunities are featured on our [webpage](#) and our [Facebook](#), [Instagram](#), and [LinkedIn](#) pages.



As we await the time that we can all be together again, our next virtual monthly social is set for [Thursday, 27 August](#). Join us on line between 5 and 7pm via Zoom at [Navy League August Social](#) (meeting ID 964 8822 9784) with your favorite beverage in hand! Share stories and hear about the success of Virtual Fleet Week!



In the meantime, please take care of yourselves and stay healthy!



Pier 66 during Fleet Week 2020

VIRTUAL FLEET WEEK WRAP-UP

The unique circumstances of 2020 meant that Seattle Fleet Week, a tradition since 1950, was all-virtual this year. Taking place 27-31 July, our **Virtual Fleet Week** brought over 150 online events, features, videos, imagery packages, infographics, and more to the public via various social media channels, all united by the hashtag [#FleetWeekSeattle](#). Participating in this coordinated effort were 58 different organizations across the Navy, Coast Guard, Marine Corps, and community organizations, as well as Fleet Week sponsors Navy League Seattle, Seafair, and the Port of Seattle.

Although we did not have ships on the waterfront this summer, we were able to carry on our mission of connecting the Sea Services to the community in a very substantial way. Surpassing even Fleet Week New York's totals, Fleet Week Seattle generated 6.3 million "social media impressions," along with 2.7 million "traditional media impressions," hugely successful measures of engagement with the public.

With the assistance of our volunteers and sponsors, Navy League Seattle contributed a number of events and features for this year's festivities:

- A [virtual parade of ships](#), featuring images and information from decades of ships visiting the Seattle waterfront;
- An ["Ask the Admirals" seminar](#), featuring live questions and answers from the Coast

- Guard and Navy regional commanders;
- A series of cameo appearances by area leaders and others to show our appreciation for the Sea Services; and
- A [virtual Sea Service Awards](#), featuring remarks by retired CNO and Seattle Council member Admiral Tom Hayward and highlighting the Sea Cadets and outstanding service members here in the Puget Sound region.

You can find all of our events and features on the Navy League Seattle [Facebook page](#) and Navy League Seattle [Instagram page](#), as well as numerous other items from our partner organizations that we re-posted. You can also search across Facebook and Instagram using the hashtag [#FleetWeekSeattle](#).

And all the content posted by participating organizations can be found via the [Seafair Virtual Fleet Week page](#), which serves as the compendium for Virtual Fleet Week Seattle.

[#FleetWeekSeattle](#)

"FROM THE HELM"

Greetings, members and friends of Seattle Navy League!

As you can see above, Virtual Fleet Week was a huge success, making millions of online connections with the public in new and exciting ways, and allowing us to further our mission even in these constrained times. We will be the sharing the lessons we learned from Virtual Fleet Week with other Councils across Navy League.



Virtual Fleet Week would not have happened without the hard work of our volunteers, particularly:

*Whitney Moore.... Communications and Marketing
 Laura Mathers.... Legislative Affairs Liaison
 Mark Lunde.... Sea Service Awards
 Ken Schoeni.. Parade of Ships research and photographs
 Larry St. Pierre.... Council Photographer / Photo Archivist
 Darlene Benavidez.... Awards coordinator
 Joe Kuzmick... Military Liaison
 Jen Tolle... Video support
 Jeff Davis... Executive Committee Facilitator
 Scott James (Now Device)... Sea Service Awards Production*

As we look to the fall, we are thinking of new ways to engage our members and the public in support of our mission. We want to thank our corporate sponsors and individual sponsors who continue to support us in our work, including Signatures Sponsors Tri-Tec Manufacturing and Boeing.

Details of all our events and volunteer opportunities are featured on our [webpage](#) and our [Facebook](#), [Instagram](#), and [LinkedIn](#) pages. You can also keep up with Navy League National and our neighbor councils online.

Please join us next Thursday for our next virtual monthly social. In the meantime, please stay healthy and keep yourselves safe!

regards, Steve Keith
 Navy League Seattle Council President

Seattle Navy League

The Seattle Navy League is looking for [volunteers](#) to help continue our success connecting the

Sea Services with the Seattle Community... roles range from event coordination and set up crews, to fundraising, to units and awards support. Email us with your interest at **communications@navyleagueSeattle.org**. You can also ask about other year around volunteer roles - now seeking person to help with Adopted Unit Liaison Support. Now is your chance to get involved - **don't miss out on the fun!!**

Hope to see you soon!

The Seattle Navy League Board

For more information, please see our website and follow us on [Facebook](#) and [LinkedIn](#).

Visit Our
Website

Seattle Navy League Officers for 2020

President - Steve Keith
Secretary - Mark Lunde
Treasurer - Sky Deming
JAG - Hunter Abell
Vice Presidents:
Mark Haller (Outreach)
Bill Bulis (Membership)
Jeff Davis (Finance)
Laura Mathers (Legislative Affairs)
Joe Kuzmick (Military Affairs)

The Navy League was founded in 1902 with a clear three-pronged mission: to support the members of the sea services and their families; to educate the American people and their elected leaders about the critical importance of sea power for their economic prosperity and national security; and to help build America's future through successful youth programs like the Naval Sea Cadet Corps.

The Seattle Navy League thanks you for your interest in the Sea Services and our council's activities.

STAY CONNECTED:

