

# District Fourteen Commander's Intent

I am proud to serve in our Coast Guard, and am privileged to serve as Commander, District Fourteen. Together, we have the honor and duty to accomplish critically important missions; to save lives, protect the environment, enforce our laws, and defend our nation. As individuals and as a team, we have an opportunity to make a difference.

I want District Fourteen to meet its assigned missions with excellence and honor. By performing our missions the best we can – safely, effectively, professionally – the American people, our operational commanders, and our international and interagency partners will know they can count on us to be, in fact and deed, *Semper Paratus*. Likewise, by being the best professionals possible – dealing with each other with respect and honesty, working smart, and leaving our units better than we found them – we will create an environment where success is undeniable.

My intent is captured in three watch words and reflects the Coast Guard's core values, the Commandant's Direction, and the Pacific Area Commander's Intent.

**SERVICE.** The Coast Guard is an all-volunteer organization. Whether Active Duty, Reserve, Auxiliary, or Civilian, we have all chosen to be in service to others. By its very nature, service means to put others before self. We all know what it is to get great service. The question is: are we, as units and as individuals, providing great service? I believe the best service begins with a job well done, executed with a positive attitude and a self-motivation that is inspiring. If we remember that we are in service to the American Public, to our neighbors, our families, and to each other, certainly we will act to earn the trust and respect our service deserves.

**PROFESSIONALISM.** Whether at sea, in the air, or in the port environment, our jobs require a level of knowledge, care and execution that is unrelenting. Whatever our job, whatever our rank, each of us is responsible for standing the best watch possible, for honing our skills and seeking every opportunity to advance our professional knowledge. Our success depends on teamwork, but our teams depend on each individual knowing their job and performing it to the absolute best of their ability. I believe our professionalism is an extension of our individual leadership where one concerned shipmate can help another, where a single alert crewmember can mean the difference between operational success and failure, between life and death.

**INTEGRITY.** I think of each of you as a leader, each with responsibility and accountability. Our core values of honor, respect and devotion to duty must be central to our conduct on and off duty. As public servants, we hold a trust that demands the highest ethical behavior. As teammates, we hold a personal trust that demands honesty and respect. Have the courage of your convictions. Problems can be fixed, if they are identified. Improvements can be made, when they are suggested. Speak up; there are no by-standers.

I am proud to serve with you. Together, we can make a difference.



V. B. Atkins

Rear Admiral, U. S. Coast Guard