



11 October 2023

Message to Seventeenth U.S. Coast Guard District

It is a privilege to represent you and the United States Coast Guard as Commander, Seventeenth U.S. Coast Guard District. In alignment with the *Commandant's Intent* and *Commander Pacific Area's Command Philosophy*, I share my own direction to guide all who serve in District 17 as we safely, effectively, and successfully carry out the Coast Guard's missions in service to the citizens of Alaska and our Nation.

Sustain our values:

- Do your job well, do your job right, and do your job honorably – honesty, integrity, and character are never sacrificed. Know your purpose. Purpose is the force that aligns your personal honor and integrity to the vision and the Core Values of the Coast Guard: Honor, Respect and Devotion to Duty.
- Treat others with respect *always*.
- Be the best shipmate you can be today, then do it again tomorrow.

Professionalism:

- We always represent the Coast Guard; in how we wear the uniform, carry ourselves both on and off duty, and demonstrate appropriate customs and courtesies. Be responsible for your actions. Accountability is as important as recognition for a job well done. What you walk by is what you choose to accept.
- We are part of a Greater Maritime and Military Community – be a trusted partner of choice.
- Professional development is a leadership priority. We ask much of our people therefore we must ensure that every member has the greatest opportunity to advance and promote. A crew that is well trained, educated, mentored, qualified and proficient is a crew that will successfully and safely execute the Coast Guard's missions.
- Individually we are each key to the Coast Guard's success – add value every day. Own your own career, own your own record, invest in your future.

Safety: Do not assume that someone above you has thought about the possible consequences of an action. Coast Guard business is inherently dangerous, we must not increase that danger by making poor decisions or failing to identify to the chain of command possible safety issues. We must continue to mature in our ability to identify hazards, apply risk management and correct discrepancies. There are no shortcuts on or off duty.

Take care of our own: We value our people and our families. We must always keep faith with them. Prioritize self-care, be a personal example of readiness. If we are not operating at our best, we will not be able to take care of family, shipmates or protect the Nation.

It is an honor of a lifetime to serve alongside each of you and to build upon the United States Coast Guard's distinguished legacy of protecting and defending life, natural resources, property, and our Nation's sovereign interests in Alaska and the Arctic.

M. M. Dean
Rear Admiral, U.S. Coast Guard
Commander, Seventeenth District

