





# *Service Before Self*



**LtGen Richard L. Kelly**  
**United States Marine Corps**

# Principles

- Integrity
- Honesty
- Excellence
- Human Dignity
- Fairness
- *Service*

The background of the slide is a faded, wavy American flag. The stars are in the upper left, and the stripes flow across the bottom and right. The colors are muted, with a light blue for the stars and soft red and white for the stripes.

# **Principle-Centered Leaders**

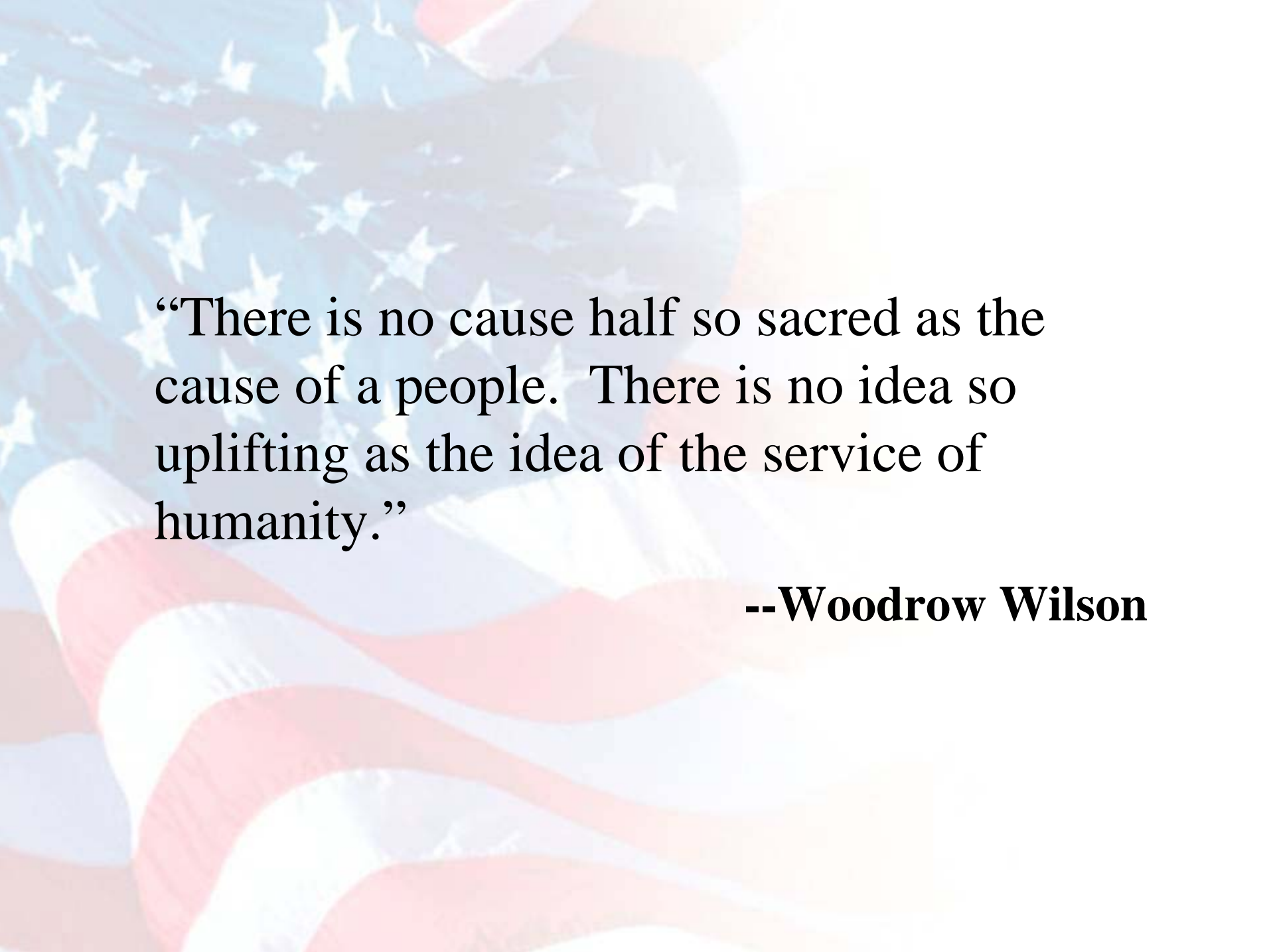
“They are service oriented....every morning they ‘yoke up’ and put on the harness of service, thinking of others.”

**--Stephen R.Covey**

# Level 5 Leaders

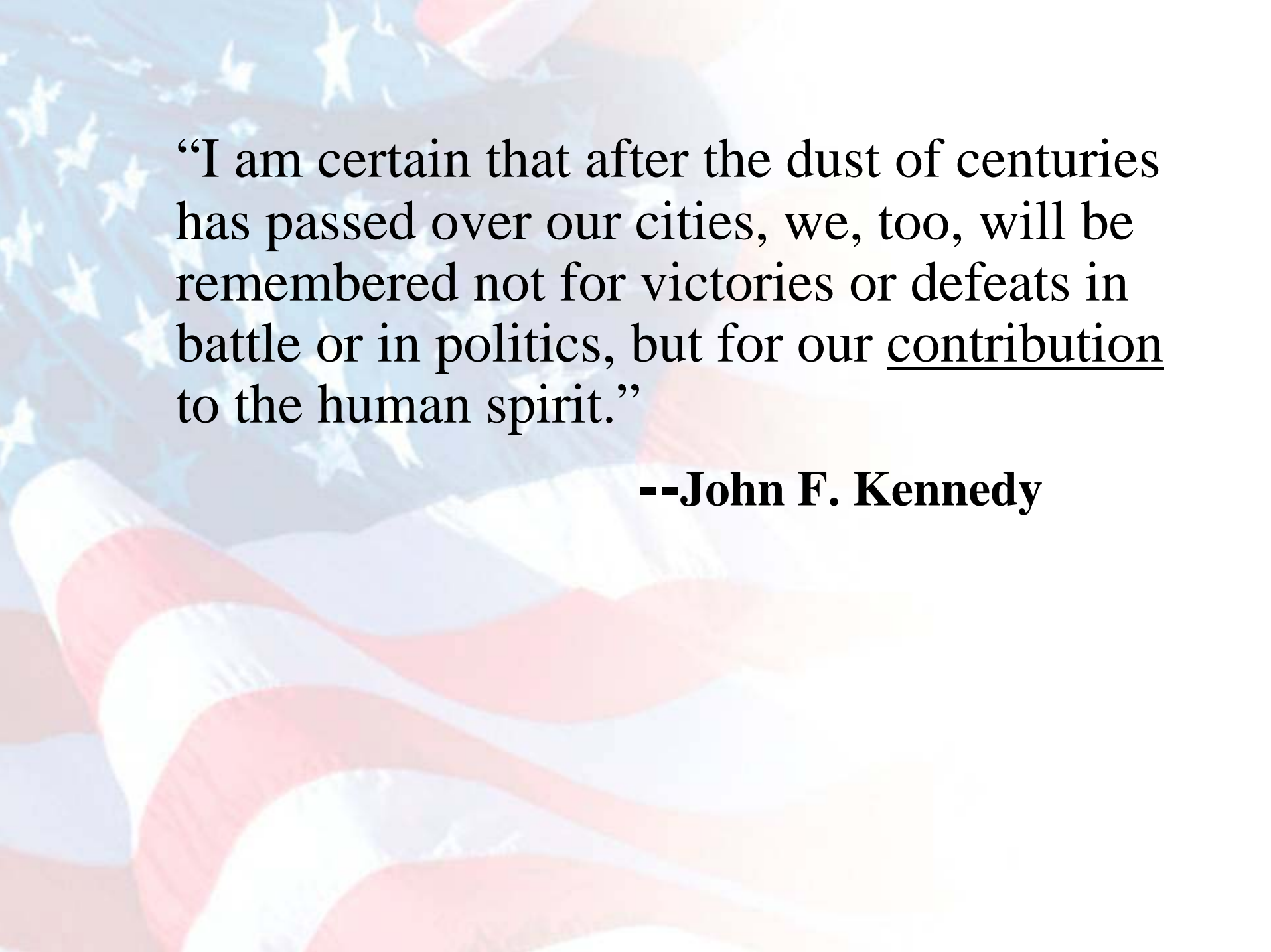
“...channel their ego needs away from themselves and into the larger goal of building a great company. It’s not that they have no ego or self interest. They are incredibly ambitious-but their ambition is first and foremost for the institution, not themselves.”

**--Jim Collins**



“There is no cause half so sacred as the cause of a people. There is no idea so uplifting as the idea of the service of humanity.”

**--Woodrow Wilson**

A faded, wavy American flag serves as the background for the text. The stars and stripes are visible but semi-transparent, allowing the text to be the primary focus.

“I am certain that after the dust of centuries has passed over our cities, we, too, will be remembered not for victories or defeats in battle or in politics, but for our contribution to the human spirit.”

**--John F. Kennedy**

# Our Oath

“I do solemnly swear (or affirm) that I will support and defend the Constitution of the United States, against all enemies, foreign and domestic; that I will bear true faith and allegiance to the same. That I will obey the orders of the President of the United States and the orders of the officers appointed over me, according to regulations and the Uniform Code of Military Justice. So help me God”

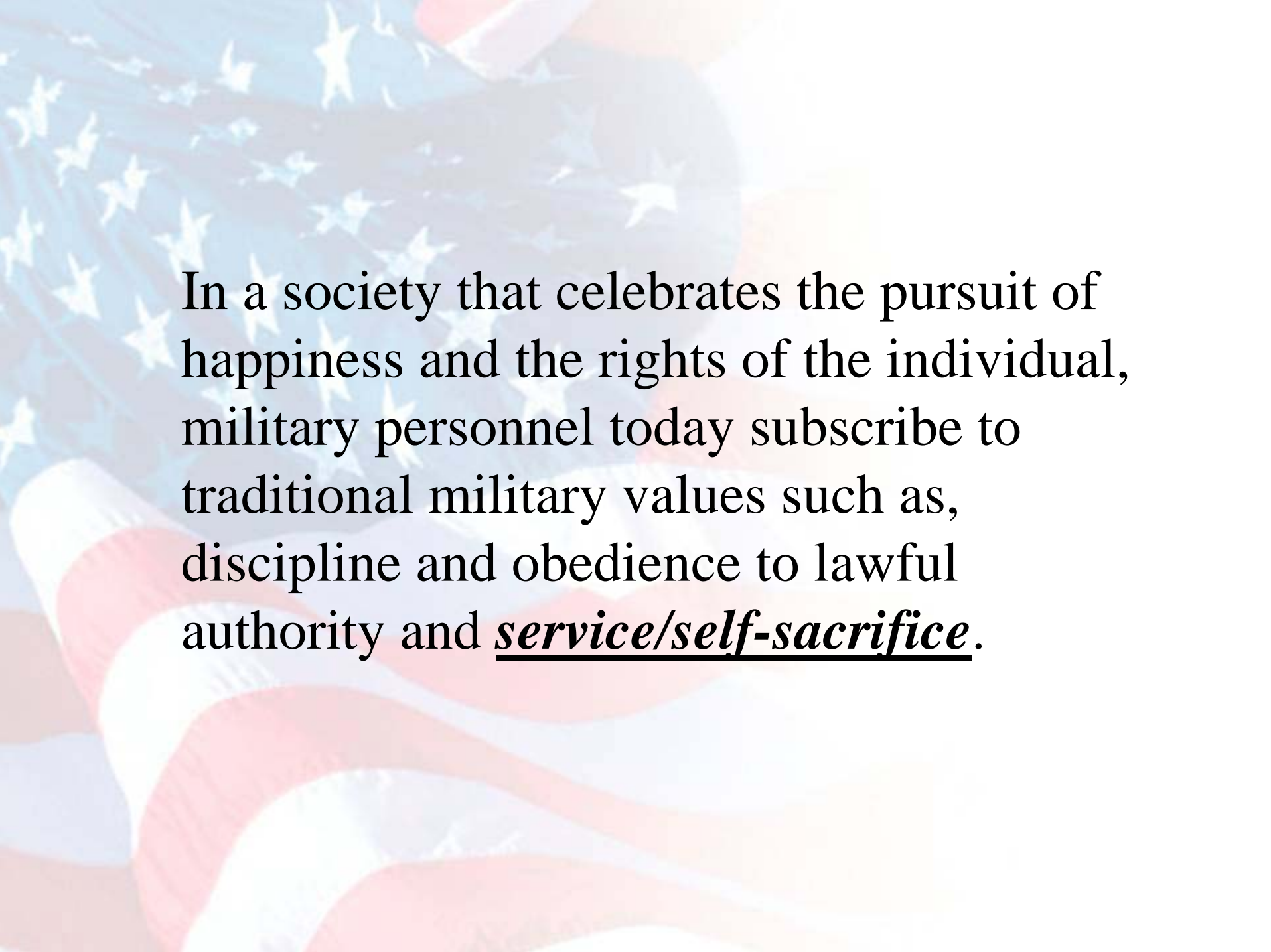


# Principle of Service

- Critical to mission accomplishment in our armed services
- Vital to the quality of American society

*The service you do for others is the rent you pay for the time you spend on earth.”*

**--Muhammad Ali**

A faded, semi-transparent American flag is visible in the background of the slide, showing the stars and stripes. The text is overlaid on the right side of the flag.

In a society that celebrates the pursuit of happiness and the rights of the individual, military personnel today subscribe to traditional military values such as, discipline and obedience to lawful authority and *service/self-sacrifice*.

*Airman 1<sup>st</sup> Class Chung*  
*509<sup>th</sup> Munitions Squadron*  
*“Always Prepared for War”*



- Hometown: Chicago
- Glenbrook South H.S.
- Single
- Initially joined the Wisconsin National Guard

*Airman 1<sup>st</sup> Class Pavelka*  
*27<sup>th</sup> Maintenance Group*  
*“The Power in Air Power”*



- Hometown: Hinckley, MN
- Hinckley-Finlayson H.S.
- Single
- Joined AF from St. Paul

# *CWO2 Bergstrom*

## *3d Military Intelligence Battalion (AE)*

### *“Winged Vigilance”*



- Hometown: Petaluma, CA
- Petaluma H.S.
- Married w/son
- Joined the Army in 1990

# *Sailors of USS Abraham Lincoln*

## *“Shall not Perish”*



- MM2 Lawson
  - Ward, AL
- ET3 Whitney
  - Ritzville, WA
- HT2 Brown
  - Berkley, MI
- AT2 Fredrick
  - Columbia, TN

***Corporal Butler***  
***Combat Service Support Battalion 10***  
***“Maintenance on the Move”***



- Hometown: Detroit, MI
- Benjamin Davis H.S.
- Single
- Joined May 01 from Detroit

*Sergeant McGowan*  
*Marine Heavy Helicopter Squadron 462*  
*“Heavy Haulers”*



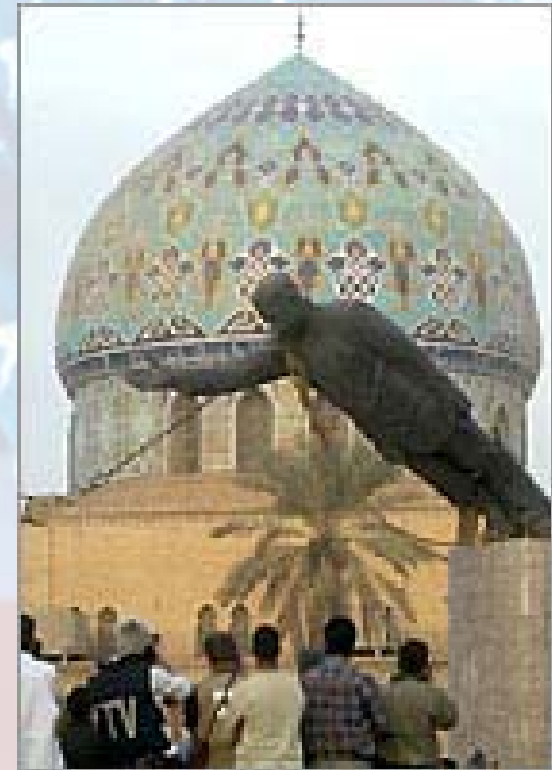
- Hometown: Monroe, MI
- HS: Monroe High School
- Single
- Joined from Monroe, MI



The background of the slide is a faded, wavy American flag. The stars are visible in the upper left, and the stripes of red, white, and blue flow across the bottom and right sides. The text is centered over this background.

This is the impact you have  
made and are making every  
day...



















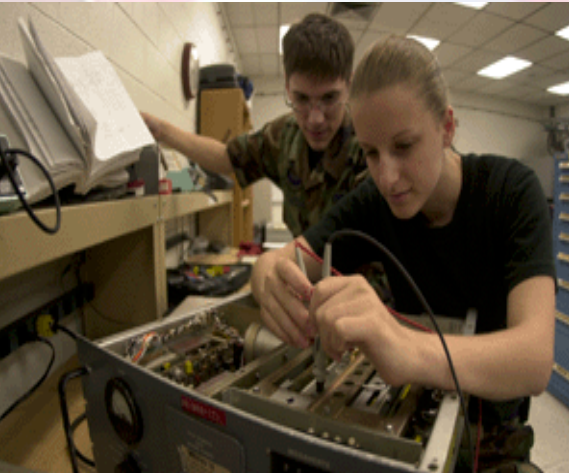
“And when at some future date, the high court of history sits in judgment on each of us, recording whether in our brief span of service we fulfilled our responsibilities to the state, our success or failure, in whatever office we hold, will be measured by the answers to four questions:

- First, were we truly men of courage
- Second, were we truly men of judgment
- Third, were we truly men of integrity
- Finally, were we truly men of dedication”

**-- John F. Kennedy**



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