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**NWC Vision  
And Values-P. 10,11**

**American Heritage  
Week-P. 6,7**

# NWC ROCKETEER

Naval Weapons Center, China Lake, California 93555-6001

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## NWC organization develops vision, expanded mission and statement of values for future

A 'Rejuvenation' is occurring at the Naval Weapons Center.

"We've spent the last two years evaluating who we are," said Capt. John Burt, commander, NWC. "Last week, the Center's corporate management team spent three days in an off-Center retreat to discuss the results of that evaluation and to formally state what our 'vision' should be," he said.

"This eight word vision statement sums up what we see the Naval Weapons Center being through the next decade," added Gerry Schiefer, technical director. "It re-emphasizes our commitment to people and quality and will serve as a tool to help us work towards an even greater improve-

ment in the quality of our products."

"People committed to excellence through teamwork and innovation' are the words that China Lakers can now use to express the direction of the Center. "This phrase starts out with our most important resource--People," explained Schiefer.

"It continues to emphasize that all of us must strive for excellence, but can only do this within a climate fostering innovation. And we can only reach for our vision together; as part of a team," he said.

After developing the vision statement, the retreat participants moved on to expanding our mis-

sion. "Our assigned mission has not changed," emphasized Capt. Burt. "By expanding it, we hope to clarify it to the point that those who come after us can use it to maintain China Lake as a premier lab and testing facility."

"A unique working environment that perpetuates personal creativity and innovation has been an important part of the China Lake culture," said Schiefer. "By formalizing a list of seven significant values, we hope to foster this culture and preserve the way we accomplish our work."

"Chief among these values is the importance of people," said Capt. Burt. "By describing how NWC will cherish this value, we

are publicly committing to a course of action that encourages mutual respect, teamwork and a sense of community."

"These seven values will shape the way we accomplish our mission to reach our vision," summarized Schiefer. "Our stated vision, mission and values apply to each and every member of the China Lake community. Each person has a unique contribution to make. We hope that this formal signed document is used as a tool to help 'rejuvenate' NWC and move us forward into the next decade."

According to Capt. Burt and Schiefer, this is meant to be a 'living' document. "Our commitment as a corporate management team

is to revisit all portions of this document yearly," said Capt. Burt. "We have invested a great deal of time over the past two years in assessing our organization," said Capt. Burt. "Last fall's organizational realignment was part of this process. We have analyzed our strengths and weaknesses and have developed a map for our future. I invite all China Lakers to carefully read the recently developed vision statement, expanded mission and values on pages 10 & 11. Please think about them and how these words apply to you and your group. Discuss them with co-workers, ask questions and make suggestions for how we can realize our vision."

## 'Pride in Diversity' celebrated at NWC

"If a man does not keep pace with his companions, perhaps he hears a different drummer." This proverb introduced many ideas discussed by Dr. Alicia Cuaron at the American Heritage Week's annual awards ceremony Tuesday evening.

As the evening's keynote speaker, Dr. Cuaron expanded on the meaning behind the Week's theme--Pride in Diversity. She challenged the attendees to work towards developing a 'community.' "The key to appreciating and celebrating our diversity is to develop a true community," she said.

"Your American Heritage Week is an excellent way to build pride in our uniqueness and to bridge the communication gap

between our different cultures," she said. "Building relationships with people different from ourselves starts here--in this community--with pride and respect."

According to Cuaron, there are two significant elements of cultural diversity. The formal element is the easily recognized part--the holidays, the food, the culturization we each receive from our own heritage. "But, when it comes to the informal element--why we each act and feel the way we do as a result of our heritage--our differences become harder to accept," she explained.

"This informal element involves our mores and values," she said. "When we take pride in (Continued on Page 6)



EMBRACING COMMUNITY CONCEPT--Bob Peoples, far left, chairman American Heritage Week, and Capt. John Burt, far right, congratulate the 1989 winners of the EEO awards. Winners are, l to r, Linda Roush, Roy Paris, and Mary Plumhoff. (See story, page 6.)



















