

BASE ALAMEDA

Command Philosophy

As the largest West Coast hub of Coast Guard Mission Support, we stand shoulder-to-shoulder with our operational partners to ensure they can meet their missions on time, confident in their Home Base. Whether their mission happens here in the Bay Area or on the other side of the globe, our supported commanders, staffs and crews rely on us. We come from those units, we backfill their deployments, we surge to meet major contingencies together and we understand their challenges. However, mission support has its own complex constraints, which are not well understood outside of the logistics community. My commitment to you is to create a positive command climate that supports individual success, process improvement and constructive relationships by serving as your champion, to make sure you have the resources necessary to meet our customer's needs, and ensure that our operational partners understand the many domains of mission support.

COMMUNITY – First and foremost, we are a diverse Coast Guard community bound together by our Core Values of Honor, Respect and Devotion to Duty. These enduring values shall be your guide for all daily interactions and decisions. You should expect that I will be fair and consistent as I hold myself and all of you accountable to the high standards our community deserves. We are a team of professionals who leverage each other's strengths. No one person or department can go at it alone; the whole is greater than the sum of its parts and ultimately what makes us successful. We are all responsible to help foster an environment that empowers and enables others to succeed. I expect everyone to care for themselves, their families and their Coast Guard Family. Please help in keeping our work climate fun and engaging. We are entrusted with the care and cultivation of this special community that we live and work in and it is our responsibility to leave it better than we found it for the next generation.

CUSTOMER SERVICE – At our core, Base Alameda is in the business of customer service. The services we provide are critical for Coast Guard forces located within District Eleven to do their job. We've all heard of the Golden Rule: "Do unto others as you would have them do to you." Here at Base Alameda we will take that one step further and embrace the Platinum Rule: "Do unto others as they would want done to them." This is achieved by building trust in relationships through the practice of empathy, being inquisitive and developing rapport. I charge all members of Base Alameda with finding an ethical way to "YES" if possible, and lean into providing the best support possible. Their success on mission is our success in anticipating their needs.

COMMUNICATION – Effective communication is the essential enabler in all we do. Be intentional, timely, open and honest in all your communications, across the chain of command, with stakeholders, customers, and with each other. Our ability to communicate, listen effectively and manage expectations are critical elements to monitoring and achieving excellence.

Take pride in the work you do and the vital role it plays in daily mission execution throughout District Eleven. Choose your attitude and remember that every day is a new opportunity for us to make an impact and accomplish great things together.



Jacqueline M. Leverich
Captain, U.S. Coast Guard
Commanding Officer, Base Alameda