



8/19 – 8/21 | CHICAGO

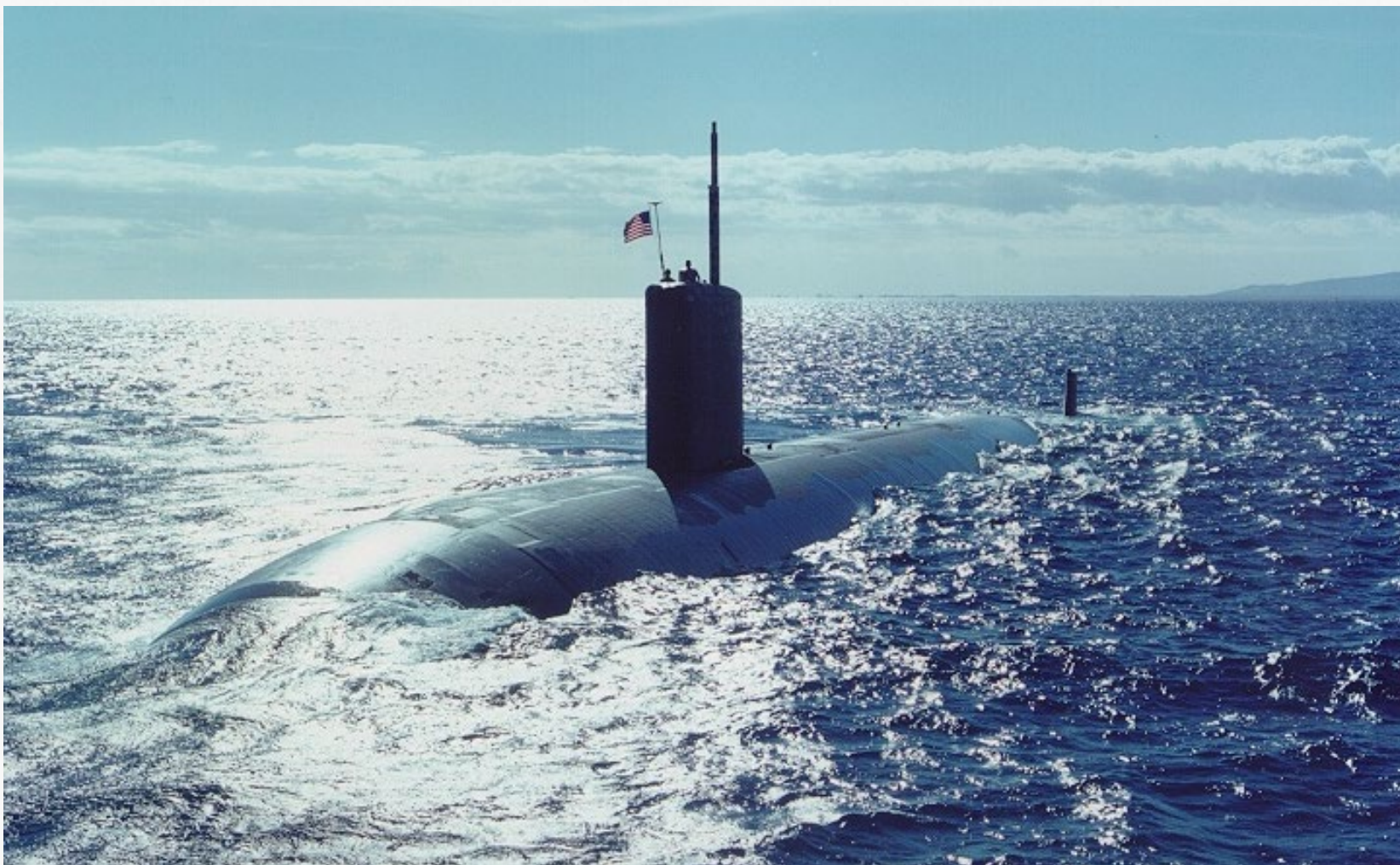


Navigating Rough Seas

VADM Jeff Fowler, US Navy, retired

USAPPLE.ORG

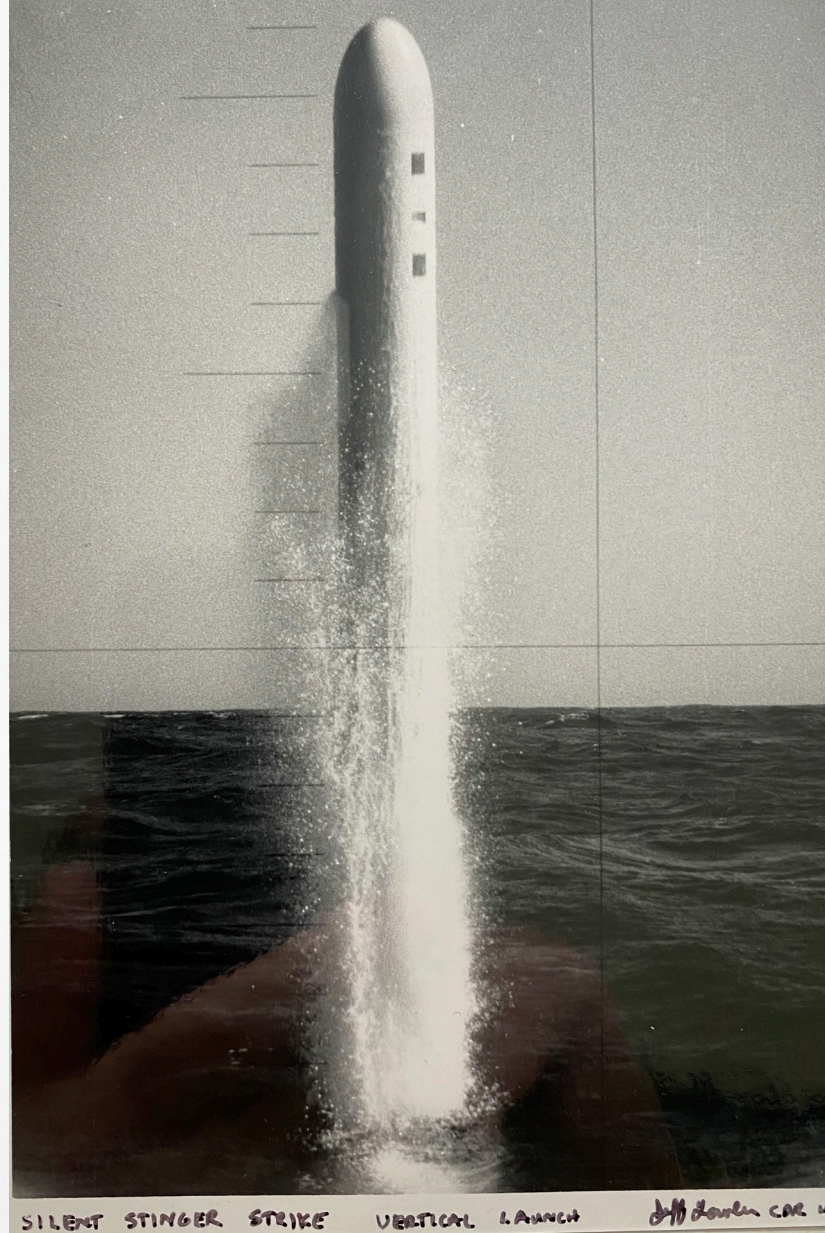


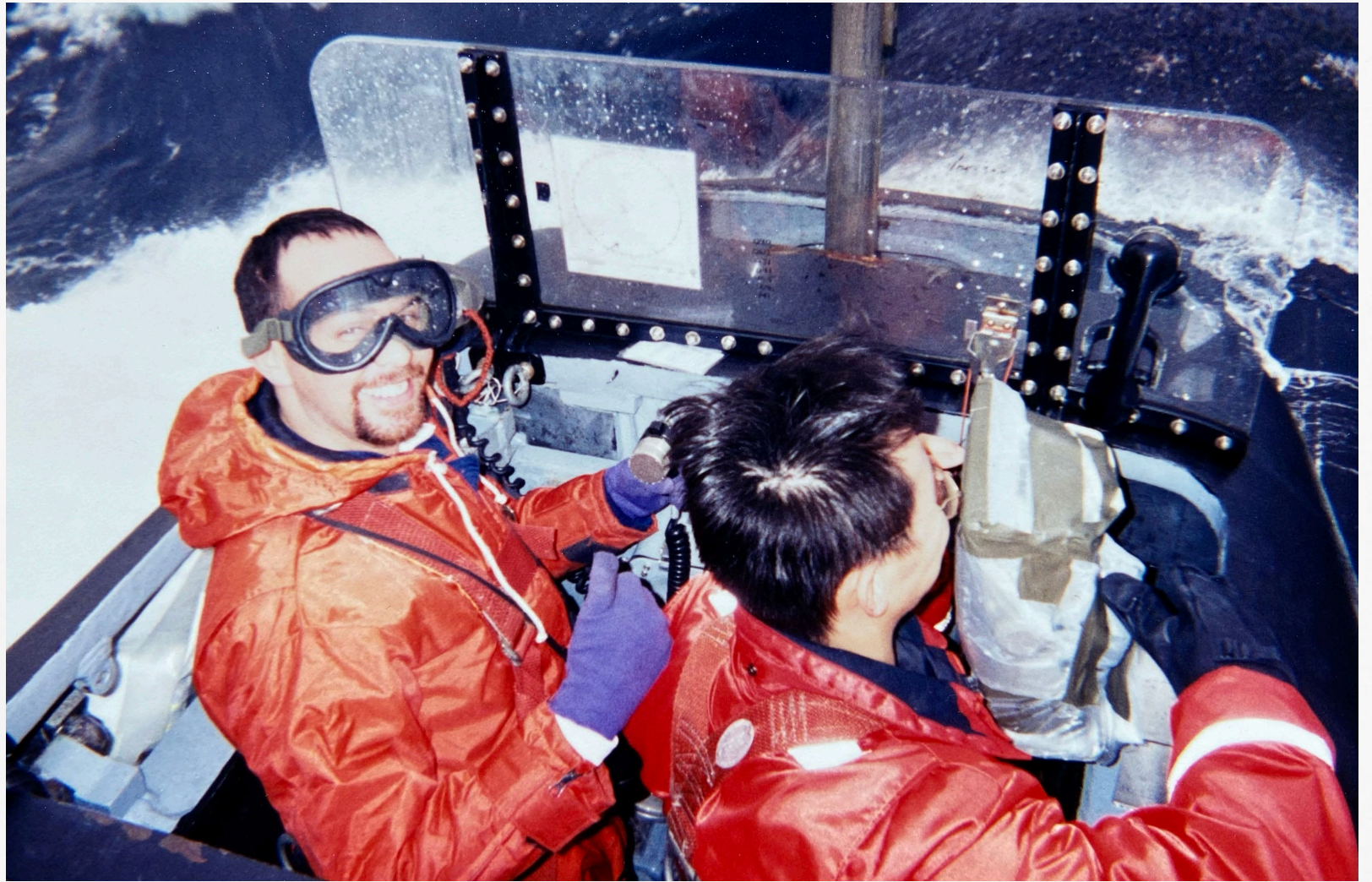




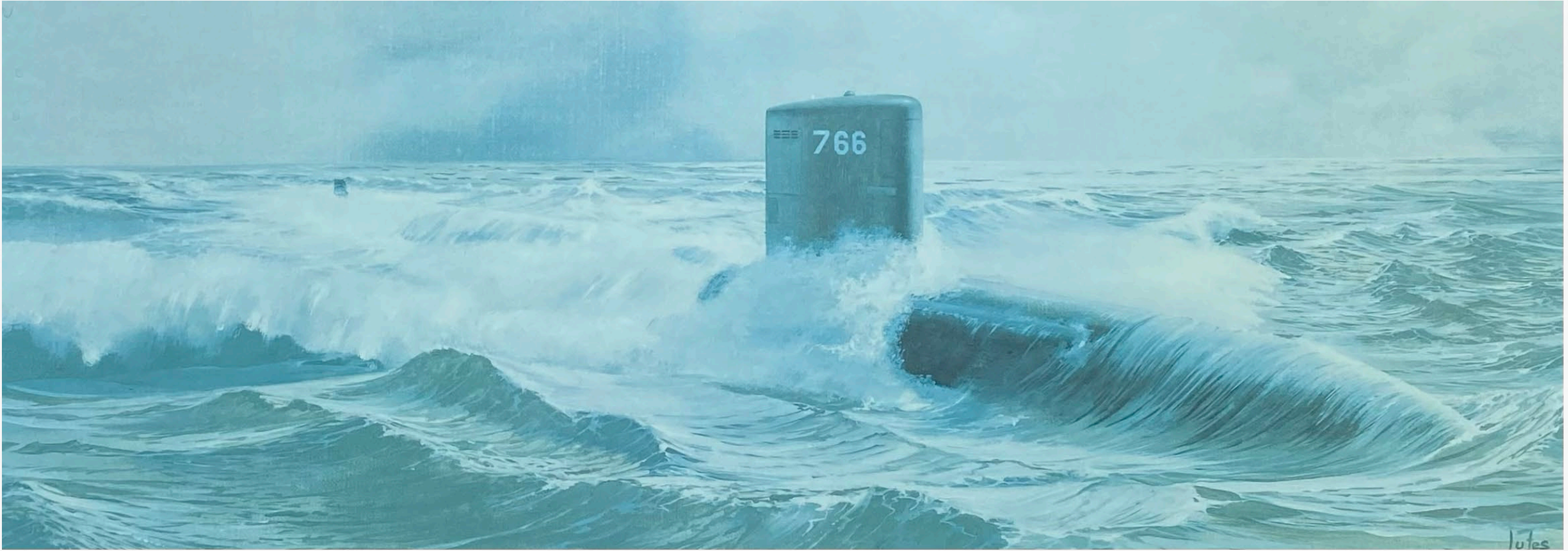
USS CHARLOTTE
Hong Kong China
January 1998

Vertical Test Launch
Tomahawk Cruise Missile
USS CHARLOTTE





Unprotected Bridge



U.S. Naval Academy Graduation



Selfless

Selfless leaders who value diversity and create an ethical organizational climate through their example of personal integrity and moral courage

- Serve others
- Empower the team
- Foster diverse perspectives
- Lead with integrity and courage





Apple Growers Being Selfless

- Collaboration
- Making tough decisions

Innovative

Critical thinkers and creative decision makers with a **bias for action**

- Open to new ideas
- Solve problems creatively
- Take decisive action



Apple Growers Being Innovative

- Controlled Atmosphere Storage
- Integrated Pest Management
- Retail Innovation



Adaptable

Adaptable individuals who understand and appreciate global and cross-cultural dynamics

- Respond to the reality around you
- Stay informed
- Act despite uncertainty



A woman with blonde hair in a bun, wearing sunglasses and a dark green t-shirt, is standing in an orchard. She is holding a color calibration chart with a yellow and blue target against a green apple on a tree branch. The orchard has many trees with green apples, and the ground is covered with grass and fallen fruit. The background shows more trees and a clear sky.

Apple Growers Being Adaptable

- Long-term planting decisions
- Continuous learning
- Adapt every season

Rough Seas but Full Speed Ahead!

- Rising costs outpacing returns
- Changing markets
- Weather events
- Trade and geopolitical events



Selfless Innovative Adaptable



**Lynsee Gibbons (right)
VP, Comms USApple
in a torpedo tube with her
sister USS CHARLOTTE**



Questions?

