

USS RONALD REAGAN

JULY 2016

SEVENTH FLEET DRIVER

KEEPING OUR
TRADITIONS ALIVE

HEALTHY SERVING

AKIHABARA

The Retro Future

PAYING IT FORWARD

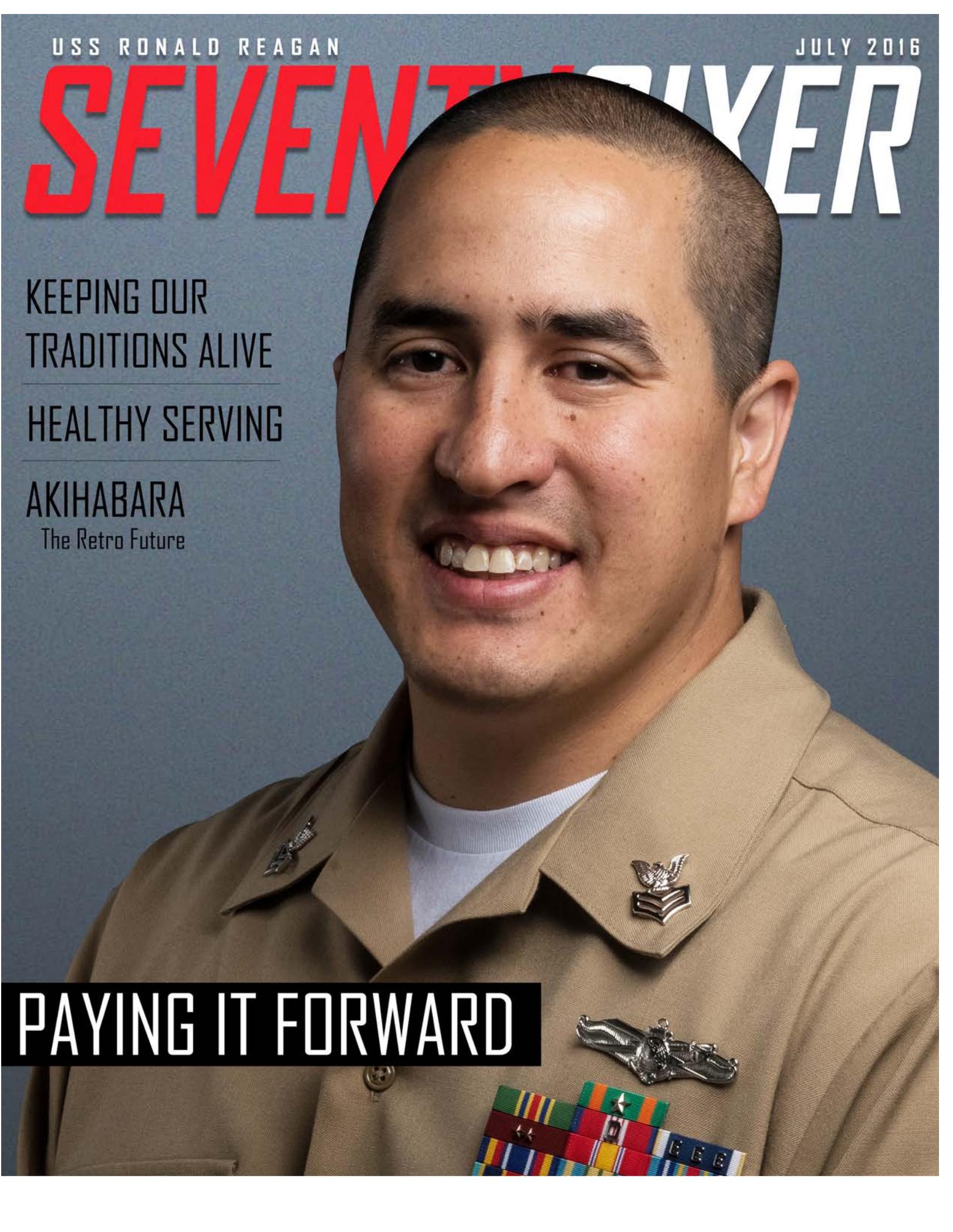


Table of Contents

Keeping Our Traditions Alive
pgs. 3-4

Paying it Forward
pgs. 15-17

Healthy Serving
pgs. 7-9

Sailor Spotlight
pg. 5

Akihabara: The Retro Future
pgs. 18-23

USS Pueblo (AGER-2)
pg. 6

Leadership:

CO	Capt. Buzz Donnelly
XO	Capt. Brett Crozier
CMC	CMDCM Jason Haka
PAO	Lt. Cmdr. Brian Wierzbicki
Dept. LCPO	MCC Xander Gamble
Dept. LPO	MC1 Woody Paschall

Graphics Media Department:

MC1 Donisha Brown	MC2 Nathan Hawkins	MC3 Devin Kates	MC3 James Ku
MC1 Greg Johnson	MC2 James D. Mullen	MC3 James Lee	MCSN MacAdam Weissman
MC2 Dave Frederick	MC3 Nathan Burke	MC3 Matthew Riggs	MCSN Jamaal Liddell
MC2 Adrienne Powers	MC3 Ryan McFarlane	MC3 Charles J. Scudella III	MCSA Tyler John
MC2 J.C.J. Stokes	MC3 Christopher Gordon	MC3 Eduardo Otero Santos	



Capt. Brett Crozier, executive officer of Ronald Reagan, congratulates AO3 Tiffany Lewis, from Temple Hills, Maryland, on her promotion to petty officer third class during a frocking ceremony in the ship's hangar bay.

Keeping Our Traditions Alive

By MC3 Christopher Gordon

Photos by MC3 Ryan McFarlane

On the deck of an 18th century ship, unskilled seaman—nicknamed “landsmen”—heaved lines, manned bilge pumps and attended to the ship’s chaotic livestock. In their midst were petty officers and lieutenants yelling out commands and supervising the crew on deck. High above the busy weather deck were Sailors adjusting sails and untangling lines. Interweaving throughout the ship and above the mast arose the chorus of a traditional sea chantey into the endless horizon.

A day on the ship would start with chow, made up of rock-hard biscuits and dried, salted meat—both washed down with either beer or grog (equal parts water and rum). After breakfast, Sailors would go about their normal duties—swabbing

decks, manning watches, adjusting lines and running through routine daily drills. Breaking up the monotony, every year a ship would pull alongside and—after months of travel—bring news on who got promoted.

After receiving the news, the promoted Sailor would leave with the ship that brought the good news and leave an open rank to be filled on the old ship. The ship’s captain would then choose a person deserving that position.

The captain’s promotion wasn’t official until the Department of the Navy confirmed the selection. In the meantime, the selected replacement would assume the title and wear the coat of the departing promoted Sailor. That coat was known as a frock coat.

Now that those days are over and Sailors can find out if they made rank through social media or over the IMC, the traditional frocking process still remains the Navy standard—but that process changed since the days of wooden ships and sails.

“The ability to have your family come aboard the ship and pin you is invaluable,” said newly-pinned Senior Chief Navy Counselor Marquez Bell, from Los Angeles. “They are there with you, day in and day out, and to have them pin you or frock you definitely brings value to making rank.”

Army and Air Force rarely frock, and when they do it’s commissioned officers. Why does today’s Navy promote as 18th century Sailors did?

“Army, Air Force, let them do what they do, but we are not them. Keeping our traditions alive in the Navy separates us from them in a good way.”

“Tradition is very important, especially in the Navy,” said Bell. “Army, Air Force, let them do what they do, but we are not them. Keeping our traditions alive in the Navy separates us from them in a good way.”

According to Military Personnel Manual 1420-060, the DoD has a particular number of service members who can serve in each pay grade. Sailors must wait for an opening before being officially promoted and paid.

“It doesn’t feel too much different since I’m not paid yet,” said newly frocked Personnel Specialist 1st Class David Phaxayseng, from Shoreline, Washington. “My responsibilities haven’t changed because I was already doing a lot as a second class. It gets me one step closer to my goal as a limited duty officer.”

During the first six months of this year’s enlisted promotion cycle, USS Ronald Reagan advanced 213 Sailors, including 15 senior chief petty officers and six master chief petty officers.

“It didn’t happen by accident,” said Capt. Buzz Donnelly, Ronald Reagan’s commanding officer, from Kent Island, Maryland. “There’s a lot of hard work and perseverance that goes into maintaining a clear objective and making sure you accomplish it.”

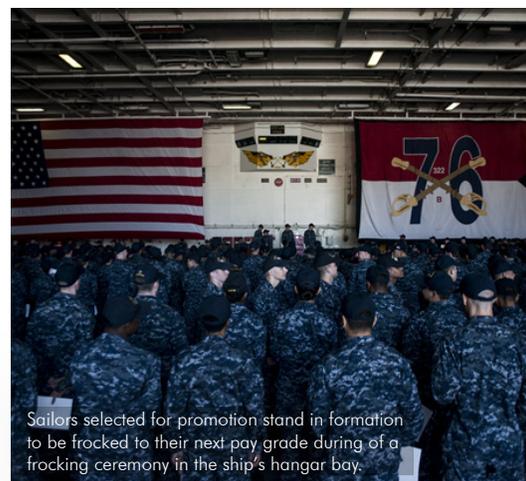
Phaxayseng made first class petty officer in four years—an accomplishment he attributes to three things. Listen to your leadership, seek out answers for yourself and study as you do your job daily.

“When I first came into the military, I didn’t even think about becoming a chief. I just thought I’d make first class,” said Bell. “But as I started to escalate in ranks,

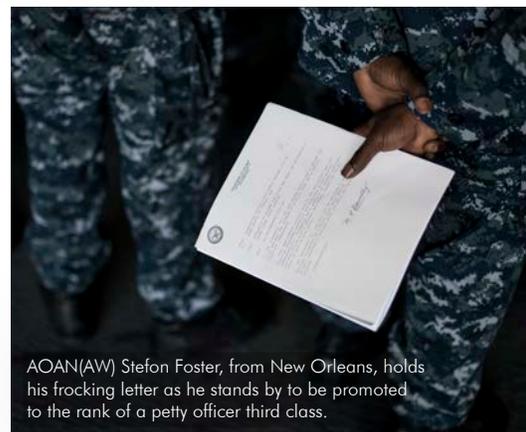
I realized that I had something special and that was the ability to lead Sailors—the ability to be a part of something bigger than myself, which is the United States Navy. It’s an honor”

Navy life has changed over the last 200 years. The ships, with the exception of USS Constitution, are made almost entirely of metal. They receive an abundance of fresh fruit, vegetables, meat and even ice cream from a supply line stretched halfway across the world. Alongside those welcome changes are the passed-down traditions—titles like “plank owner,” events like change of command ceremonies and the promotion process of frocking. Sailors today cherish that process like a passed-down family recipe, a grandmother’s ring or that old salty frock coat that has covered many shoulders in its time. Some of those shoulders were certain or ambitious or nervous but always brave and always proud. And to this day, some things never change. 🇺🇸

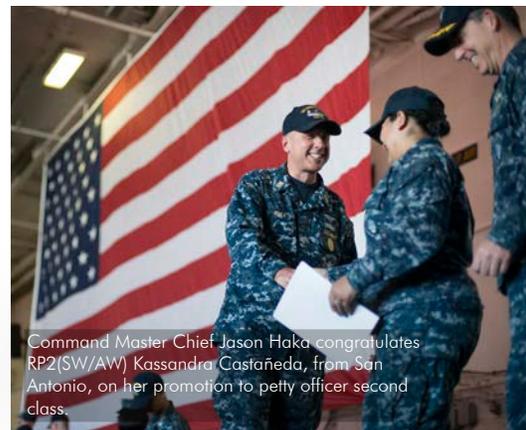
“There’s a lot of hard work and perseverance that goes into maintaining a clear objective and making sure you accomplish it.”



Sailors selected for promotion stand in formation to be frocked to their next pay grade during of a frocking ceremony in the ship's hangar bay.



AOAN(AW) Stefon Foster, from New Orleans, holds his frocking letter as he stands by to be promoted to the rank of a petty officer third class.



Command Master Chief Jason Haka congratulates RP2(SW/AW) Cassandra Castañeda, from San Antonio, on her promotion to petty officer second class.



Sailors clap and cheer as they watch their shipmates selected for promotion get frocked.

Sailor Spotlight

Aviation Boatswain's Mate (Fuel) 3rd Class

SIMONE C. CRUZ

Department - Air

Division - V-4

Hometown - Houston, TX

Inspiration - Seeing others achieve their goals

Soundtrack - Try Me by Dej Loaf

Special Place - Any road in the hill country I can ride my Harley

Sports Team - Texas A&M

Movie - An Affair to Remember

Favorite Food - Kraft Mac & Cheese

Can't Live Without - Chocolate

Proudest Moment - The Day My Brother asked me to be Godmother to my nephew Ayden

Strawberry or Grape Jelly - Depends on the Morning

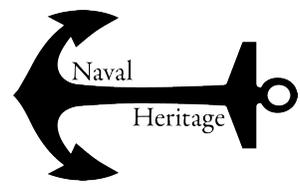
Best Age - 6, When I got my dog

Mentors - Senior Chief Aviation Ordnanceman Rudoff Liverpool, and Chief Logistics Specialist Makita Lewis

Hobbies - Oil Painting, Playing the Violin



PUEBLO (AGER-2)



USS Pueblo (AGER-2) is a Banner-class environmental research ship, attached to Navy intelligence as a spy ship, which was attacked and captured by North Korean forces on 23 January 1968, in what is known today as the “Pueblo incident” or alternatively, as the “Pueblo crisis”.

The ship was launched at the Kewaunee Shipbuilding and Engineering Company in Kewaunee, Wisconsin, on 16 April 1944, as the United States Army Freight and Passenger (FP) FP-344. The ship, commissioned at New Orleans on 7 April 1945, served as a Coast Guard manned Army vessel used for training civilians for the Army. She was transferred to the United States Navy on 12 April 1966 and was renamed USS Pueblo (AKL-44) after Pueblo and Pueblo County, Colorado on 18 June of the same year.

Initially, she served as a light cargo ship, but shortly after resuming service was converted to an intelligence gathering ship, or what is colloquially known as a “spy ship”, and redesignated AGER-2 on 13 May 1967.

On 5 January 1968, Pueblo left U.S. Navy base - Yokosuka, Japan, in transit to the U.S. naval base at Sasebo, Japan; from there she left on 11 January 1968, headed northward through the Tsushima Strait into the Sea of Japan. She left with specific orders to intercept and conduct surveillance of Soviet Union “Red Navy” activity in the Tsushima Strait and to gather signal and electronic intelligence from North Korea.

On 23 January, Pueblo was approached by a sub chaser and her nationality was challenged; Pueblo responded by raising the U.S. flag. The North Korean vessel then ordered it to stand down or be fired upon. Pueblo attempted to maneuver away, but was considerably slower than the sub chaser. Several warning shots were fired. Additionally, three torpedo boats

appeared on the horizon and then joined in the chase and subsequent attack.

The North Korean vessels attempted to board Pueblo, but she was maneuvered to prevent this for over two hours. A sub chaser then opened fire with a 57 mm cannon, killing one member of the crew. The smaller vessels fired machine guns into Pueblo, which then signaled compliance and began destroying sensitive material. The volume of material on board was so great that it was impossible to destroy it all.

Radio contact between Pueblo and the Naval Security Group in Kamiseya, Japan, had been ongoing during the incident. As a result, Seventh Fleet command was fully aware of Pueblo’s situation. Air cover was promised but never arrived.

USS Enterprise was located 510 nautical miles south of Pueblo, yet its four F-4B aircraft on alert were not equipped for an air-to-surface engagement. Enterprise’s captain estimated that 1.5 hours were required to get the converted aircraft into the air. By the time President Lyndon B. Johnson was awakened, Pueblo had been captured and any rescue attempt would have been futile.

Pueblo followed the North Korean vessels as ordered, but then stopped immediately outside North Korean waters. She was again fired upon, and a Sailor, fireman Duane Hodges, was killed. The ship was finally boarded at 0555 by North Korean men from a torpedo boat and a sub chaser. Crew members had their hands tied and were blindfolded, beaten, and prodded with bayonets.

The first official confirmation that the ship was in North Korean hands came five days later, on 28 January 1968. Two days earlier a flight by a CIA A-12 Oxcart aircraft from the Project Black Shield squadron at Kadena, Okinawa flown by pilot Jack W. Weeks made three high altitude high speed flights over North Korea. When the aircraft’s films were processed in the United States they showed Pueblo to be in the Wonsan harbor area surrounded by two North Korean vessels.

Pueblo was taken into port at Wonsan and the crew was moved twice to POW camps. Negotiations for the release of the crew took

place at Panmunjom. At the same time, U.S. officials were concerned with conciliating the South Koreans, who expressed discontent about being left out of the negotiations.

On 23 December 1968, the crew was taken by buses to the DMZ border with South Korea and ordered to walk south one by one across the “Bridge of No Return”. Exactly eleven months after being taken prisoner, Cmdr Lloyd M. Bucher, commanding officer, led the long line of crewmen, followed at the end by the executive officer, Lt Ed Murphy.

The USS Pueblo is still held by North Korea. In October 1999, it was towed from Wonsan on the east coast, around the Korean Peninsula, to the port of Nampo on the west coast. After the stop at the Nampo shipyard Pueblo was relocated to Pyongyang and moored on the Taedong River. Finally, in late 2012 Pueblo was moved again to the Botong River in Pyongyang.

Today, Pueblo remains the second-oldest commissioned ship in the U.S. Navy, behind the USS Constitution. Pueblo is one of only a few American ships to have been captured since the wars in Tripoli. 🇺🇸



Healthy Serving

By MC3 Nathan Burke



Photo by MC3 Ryan McFarlane

According to the U.S. Department of Health and Human Services, in 2015, approximately half of all American adults, 117 million people, had one or more preventable, chronic diseases, many of which are related to poor eating patterns and physical inactivity. Chronic diseases are responsible for 7 of 10 deaths each year and treating people with chronic diseases accounts for 86 percent of our nation's healthcare costs.

Through teamwork, Sailors aboard the Nimitz-class aircraft carrier USS Ronald Reagan (CVN 76) are making efforts to combat disease and improve their health by educating their shipmates on the importance of diet and exercise.

"It is incredibly important, not just for Ronald Reagan Sailors, but for every individual Sailor," said Lt. Albert Lee, Ronald Reagan's physical therapist and chair of the ship's health promotions committee, from Germantown, Maryland. "On the ship, it's super important because it affects our readiness."

According to Lee, the effects of poor nutrition and exercise habits are not always immediately noticeable and can take years or decades to reveal themselves.

"It can lead to cardiovascular issues, put you at high risk of stroke, heart attack, and diabetes, which can open a can of worms for other things," said Lee. "Again, these are the things you won't really notice. You won't feel the effects right away. It's in our nature to be very shortsighted and our bodies are naturally very resilient."

According to the U.S. Department of Health and Human Services, in 2012, the total estimated cost of diagnosed diabetes was \$245 billion. Today, heart disease and stroke are the first and third leading causes of death for both men and women in the U.S., costing the nation hundreds of billions of

“We are go for green status, and we are the first carrier to do that.”

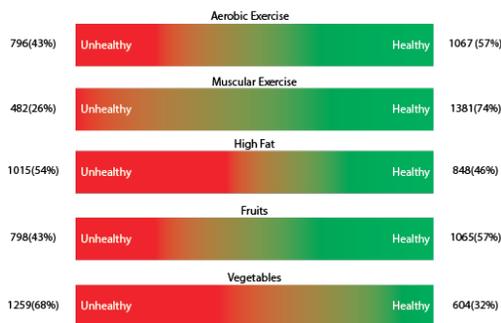
dollars in healthcare expenditures and lost productivity each year.

In order to track the command’s health climate, Sailors are asked to complete a Fleet and Marine Corps Health Risk Survey at their annual physical exam.

“When Sailors do their birth month recall, medical staff provides them with a grid of 22 questions - Are you using a bicycle helmet? Are you eating vegetables? Are you exercising?” said Lee. “All of that data gets compiled, and I get to see the big picture and not just on Ronald Reagan, but across the Navy

Ronald Reagan Fleet and Marine Corps Health Risk Survey numbers reported from 1863 Sailors between Sept. 2015 and May 2016 according to the ship’s commanding officer’s report.

Average days away from home station = 74
Number of respondents = 1863



It reports participant responses as either “unhealthy” or “healthy.” “Unhealthy” includes any significant degree of risk, while “healthy” includes low-risk behaviors.

as a whole. The items of nutrition in the negative category are always high.”

Some of Ronald Reagan’s steps toward reversing the trend of unhealthy habits have included bringing a professional nutritionist onboard to educate Sailors, holding regular nutrition courses and fitness classes taught by Sailors, encouraging physical activity through its own Warrior Cup Challenge, holding tobacco cessation courses, and aligning the ship’s food services policy with the DoD’s Go for Green program, which

aims to help Sailors make healthy choices on the mess decks.

“I’ve spent 29 years in the Navy,” said Chief Warrant Officer 3 Brian Ware, Ronald Reagan’s food services officer, from Wichita, Kansas. “I came in March 25, 1987. I never thought it would happen, but as of May 16, we are ‘go for green’ - a DoD directive to pick your food by what it’s made of. Before, we had calorie cards. Now, you have three options - red, yellow, green. Green is eat often, yellow is eat occasionally and red is eat rarely. That goes for all items - salad bar, soup, vegetables, rice, starch and so on.”

“Everything will be color-coded,” said Ware. “We are go for green status, and we are the first carrier to do that. If you go through the serving line you’ll see the cards. There’ll be a name on them and that’s it. No calories. No serving size. It’s up to you as a Sailor to make the best choice.”

In conjunction with the new DoD directive, Ronald Reagan Sailors are teaching and attending nutritional courses tailored to meet the needs of the forward-deployed lifestyle.

“Every week we conduct classes on eating healthy, maintaining weight and how to eat in Japan,” said Information Systems Technician 2nd Class Monica Bolton, Ronald Reagan’s nutrition course coordinator, from Chicago. “It is a work in progress, especially for the young Sailors who came from the U.S. to Japan. It’s a culture shock and with culture shock can come food shock. So a lot of Sailors tend to gain or lose weight when they get here where they have less choices and they don’t know how to manage their weight. We offer knowledge on how Sailors can shop when they get to Japan and how to utilize the resources that are around them and how to eat on board the ship.”

According to the U.S. Department of Health and Human Services, a healthy eating pattern includes a variety of vegetables from all of the subgroups - dark green, red and orange, legumes (beans and peas) starchy and other. Fruits, especially whole fruits. Grains, at least half of which are whole grains. Fat-free or low-fat dairy, including milk, yogurt, cheese and/or fortified soy beverages. A variety of protein foods, including seafood, lean meats and poultry, eggs, legumes and nuts, seeds and soy products. Oils.

“We try to teach Sailors, with food that they take in, to make it count,” said Bolton. “So that it means more.”

“I want to tell everybody if you want something healthy then you’re going to have to go get it,” said Aviation Boatswain’s Mate (Handling) 1st Class Jessica Santos, a Reagan nutrition course instructor, from Hitagua, Guam. “You just have to look for it.”

Santos said finding a partner can help Sailors to battle the odds and stay focused.

“I tell my students, I think the best thing to do is find a buddy to work out with, to eat with and to basically support each other,” said Santos. “You just have to have the right friend.”

Chief Logistics Specialist Przemek Krysinski, Ronald Reagan’s assistant command fitness leader, from Portland, Maine, not only challenges his shipmates to up their game in fitness and health, but to also think about their health after their Navy career.

“You have to make an appointment with yourself to work out,” said Krysinski. “Just like you would have a meeting with your boss or peer workgroup, you need to pick a specific time of your choice and make an appointment with yourself. When the time comes you have to hold yourself accountable and go to your own appointment. Tell others, ‘sorry, but I have an appointment I have to go to.’ That usually works. Because, after all the years of individual sacrifice ‘because, there’s always work to do,’ the Navy will still be here, but what health condition will you be in?”

According to U.S. Department of Health and Human Services, even though we have a vast body of scientific knowledge focusing on healthy eating patterns and

“The Navy will still be here, but what health condition will you be in?”

their influence on preventing disease, chronic diseases related to poor dietary intake continue to rise and levels of physical activity remain low.

Sailors who want to make lifestyle changes or develop more effective health

strategies are encouraged to reach out to their departmental assistant command fitness leaders or attend one of the weekly nutrition classes. Click on the ‘CFL’ link located on the Ronald Reagan internet homepage for more information. 

Go For Green[®] Program Criteria

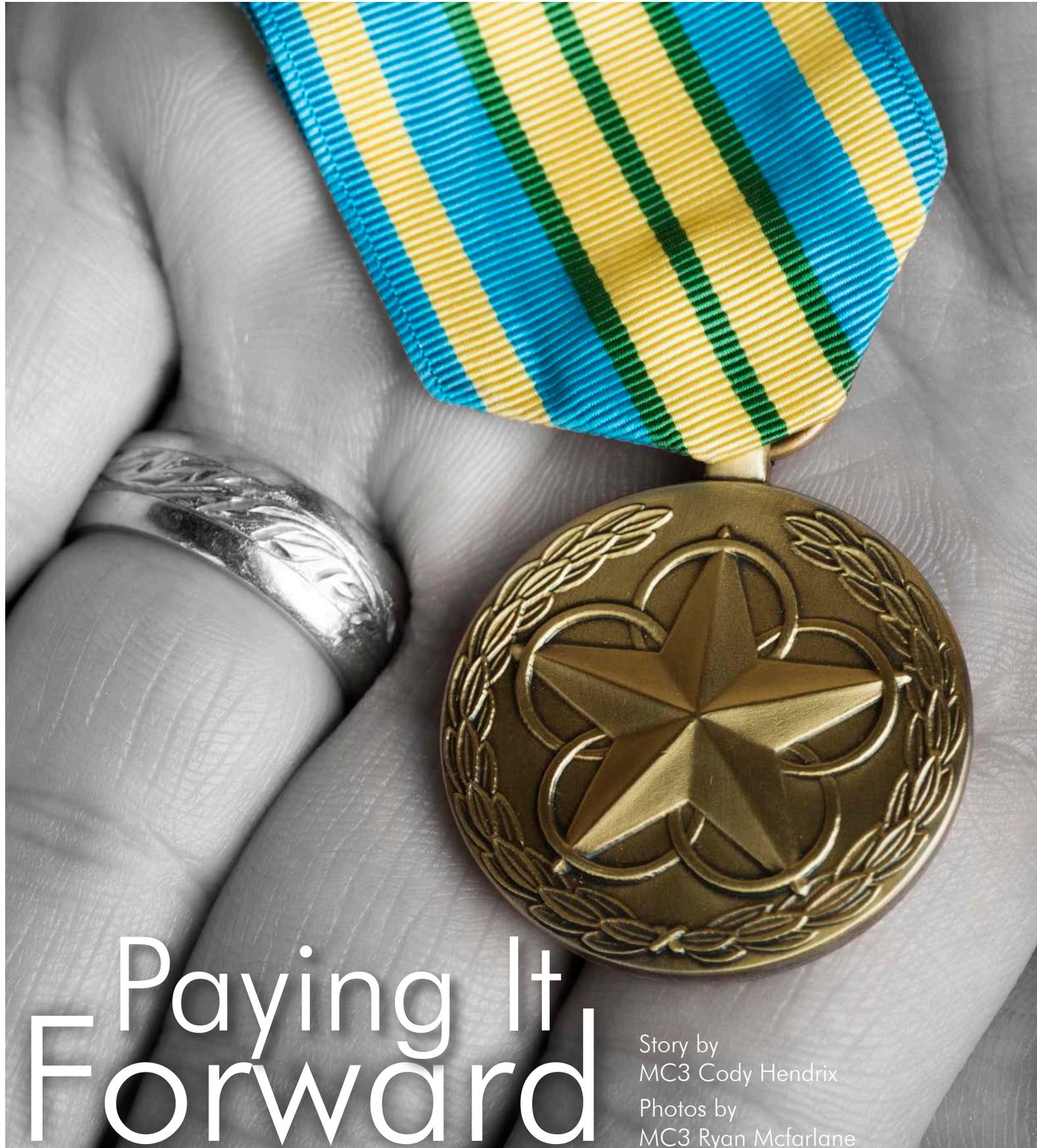
Revised October 2012

Eat Often	Eat Occasionally	Eat Rarely
Entrees  Single Items: <300 calories <10 g fat ¹ < 480 mg sodium ^{2, 13}	Entrees Single Items: 300-500 calories 10-15 g fat 480-700 mg sodium	Entrees Single Items: >500 calories >15 g fat > 700 mg sodium
Full Dish:  <500 calories <18 g fat < 600 mg sodium ¹³	Full Dish: 500-700 calories 18-25 g fat 600-700 mg sodium	Full Dish: >700 calories >25 g fat >700 mg sodium
Starchy Side: <200 calories Higher fiber options	Starchy Side:  200-300 calories	Starchy Side: > 300 calories
Vegetable:  <100 calories	Vegetable: 100-200 calories	Vegetable: >200 calories
Dessert: < 150 calories < 6 g fat	Dessert: 150-300 calories 6- 12 g fat	Dessert: > 300 calories > 12 g fat
Beverage:  Water Calorie-free flavored water	Beverage: 100% fruit or vegetable juices Diet Soda Sports drinks	Beverage: Fruit or vegetable Juices (less than 100% juice), fruit drinks, energy drinks, regular soda
Dairy:  Skim or 0- 1% fat	Dairy: Reduced fat or 2% fat	Dairy: Whole or 4% fat

The U.S. Department of Health and Human Services and U.S. Department of Agriculture 2015 – 2020 Dietary Guidelines for Americans was developed from the works of some of the most prestigious researchers in the fields of nutrition, health and medicine in order to provide a resource for health professionals and policymakers.

1. Follow a healthy eating pattern across the lifespan. All food and beverage choices matter. Choose a healthy eating pattern at an appropriate calorie level to help achieve and maintain a healthy body weight, support nutrient adequacy, and reduce the risk of chronic disease.
2. Focus on variety, nutrient density, and amount. To meet nutrient needs within calorie limits, choose a variety of nutrient-dense foods across and within all food groups in recommended amounts.
3. Limit calories from added sugars and saturated fats and reduce sodium intake. Consume an eating pattern low in added sugars, saturated fats, and sodium. Cut back on foods and beverages higher in these components to amounts that fit within healthy eating patterns.
4. Shift to healthier food and beverage choices. Choose nutrient-dense foods and beverages across and within food all food groups in place of less healthy choices. Consider cultural and personal preferences to make these shifts easier to accomplish and maintain.
5. Support healthy eating patterns for all. Everyone has a role in helping to create and support healthy eating patterns in multiple settings nationwide, from home to school to work to communities.





Paying It Forward

Story by
MC3 Cody Hendrix
Photos by
MC3 Ryan Mcfarlane

The Institute of Heraldry designed the Military Outstanding Volunteer Service Medal and it was first issued in December 1993. The award is intended to recognize exceptional community support over time. Ronald Reagan instruction honors that intent by requiring Sailors to volunteer

at least 300 hours of service and at least 50 of those hours must be given while serving aboard Ronald Reagan. This medal is awarded to members of the U.S. Armed Forces who performed outstanding volunteer community service to the civilian or military family community

that was significant in nature and produced tangible results while reflecting favorably on the military service and the Department of Defense in a sustained and direct nature.

Service (sur 'vīs) n. 6a) The action of helping or

“I want to help people,” said Gushikuma. “Especially those who really need it. When I initially started doing volunteer work, I wasn’t even aware of this award. I wasn’t doing it for recognition. I really enjoyed giving back to my community.”

Cryptologic Technician (Technical) 1st Class Dean Gushikuma, from Kailua, Hawaii, received the Military Outstanding Volunteer Service Medal for the volunteer

work he performed from January 2012 to March 2016. He was a member of the San Diego Zoological Society and San Diego Safari Park. He volunteered with the He’eia Stream Restoration Project, the Special Olympics and the Hapalua Half Marathon, and he helped at Iroquois Point Elementary School and community service projects in Guam.

“I want to help people...
...especially those who really need it.”

Community (kə-'myü-nə-tē) n. 7b) friendly ass

“Every person I interacted with thanked me, not only by saying thank you, but by treating me like I was a close friend and showing me the affection they would show to people they love,” said Logistics Specialist 2nd Class Alfredo Estudillo, from San Luis, Arizona.

Estudillo’s volunteer efforts were mostly in service of medically disabled and homeless people at the First Presbyterian Church in Deerfield, Illinois.

“...showing me the affection they would show to people they love.”

Strength (stren(k)th) 1b) The ability to resist be

“It was one of the hardest things I have ever done,” said Estudillo.

Although Estudillo spent most of his volunteer hours helping disabled and homeless people, there was one experience that affected him more than any other.

The Rice Center in Chicago shelters children who have been removed from their homes due to abusive or neglectful living conditions.

According to Estudillo, he kept the children company, playing and talking with them to show them the love and affection they truly deserve.

“It was an eye opener,” said Estudillo. “It’s something I’m never going to forget. They always appreciate your visit and treat you like their friends within a minute of meeting you. That is amazing considering the environment where these kids come from.”

“...It’s something I’m never going to forget.”

Honor (ä-nər) n. 1. High moral standards of be

The award is a reflection of the contributions made to the community around you, but according to Gushikuma, at the end of the day it’s not about the award, but giving back and

paying it forward.

“Service medal or not, I would be out there doing what I love to do,” said Gushikuma. ☺

“...medal or not, I would be out there.”

doing work for someone.



association; fellowship



being moved or broken by a force.



behavior



akihabara the retro future

*Story by MC2 Adrienne Powers
Photos and design by MC3 Ryan McFarlane*

There's a place where be-bopping is the norm and you feel a heartbeat walking down the street. The crowded skyline towers above. It showers you with a brilliant mishmash of competing light displays throbbing to match your every step. They beckon you to dance inside and part with your yen for tempting delights of all kinds.

It's the kind of place where stern looking police officers will chase you a block, returning the single coin you dropped while leaving the corner convenience store.

-feature continued on next page

How do i get there?

(Getting to akihabara is as easy as hopping on two trains. First, head to the yokosuka chuo station down blue street and take the keikyu line for "shinagawa." The ltd. express line will get you there about twice as fast as the local line will. When you arrive in shinagawa, step off the train and take the yamanote line to akihabara.)

*estimated travel time: 1hr 20 min



akihabara

the retro future

continued...

Like a phoenix, Akihabara was born from flames and has undergone many transformations—a land samurai and skilled craftsmen once called home. Its name stems from the deity Akiba, whose shrine was built to ward off fires after the great one nearly 250 years ago.

This Tokyo district earned the nickname 'Electric Town' in the thirties as a popular destination for buying electronics considered futuristic at the time. It was built on the sales of those refrigerators, stereos, washing machines and household appliances. These now commonplace necessities lost their novelty with each passing decade—Electric Town needed a jumpstart.

While still a hub for electronic gadgets of all kinds, since the eighties, obsessive fans with a religious devotion to their manga and anime gods have overtaken the scene.

Many of these fans will make a detour to one of Electric Town's time-withstanding sensations: the fabled maid café. Electric Town opened its doors to the world's first maid café in 2001 and they've gone viral since with cafes popping up all over Electric Town as well as worldwide. The cafes serve food and drinks but their claim to fame lies in the doting cosplay maids who work there. They are known for playing video games, singing karaoke and sometime even spoon-feeding their customers for a fee.





akihabara

the retro future

(last page)



But Electric Town is more than tiny shops with claustrophobic aisles, overwhelmingly stuffed from floor to ceiling with video games—any nerd’s wet dream. This place is more than the towering piles of jumbled old cables, antique electronics and nameless odds and ends begging to be discovered and made into something useful once again. It’s more than the multi-leveled comic book stores stocked with increasingly disturbing and sometimes alarming illustrations the higher you dare climb. It’s even more than the mega arcades that have attractions suited to anyone—the mesmerizing songs of a thousand games mingling and tumbling into the streets, inviting you to come closer like sirens.

The spirit of Electric Town lives in the weary eyes of shop owners, the excited chatter of school children, the quiet moments shared by couples and the tourists who stop to gawk at every window. It’s on street corners haunted by the cosplay maids with smiles and short dresses who eagerly greet you as master (or mistress)—hoping to lure you and other lingering eyes to one of Electric Town’s many maid cafes. Its spirit runs through the veins of the young boy feverishly pumping coins into a favorite arcade game—an old and faithful friend of his. Electric Town is its people—people like you. ■■■





秋葉原

“akihabara”





Sailors assigned to the "Liberty Bells" of Carrier Airborne Early Warning Squadron (VAW) 115 perform maintenance on an E-2C Hawkeye on the flight deck of the Navy's only forward-deployed aircraft carrier USS Ronald Reagan (CVN 76). (Photo by MC3 Ryan McFarlane)



SEVENTYSIXER
USS RONALD REAGAN