



DEPARTMENT OF THE NAVY
UNITED STATES NAVAL ACADEMY
121 BLAKE ROAD
ANNAPOLIS MARYLAND 21402-1300

USNAINST 1741.2F
21/MFA
21 SEP 2011

USNA INSTRUCTION 1741.2E

From: Superintendent

Subj: COMMERCIAL SOLICITATION CONTROLS

Ref: (a) SECNAVINST 1740.2E, Solicitation and the Conduct of Personal Commercial Affairs on DON Installations
(b) USNAINST 5370.6 CH-1, Standards of Conduct and Government Ethics

1. Purpose. To publish policy regarding personal solicitation at the U.S. Naval Academy (USNA) and to acquaint Naval Academy personnel with controls established for their protection.

2. Cancellation. USNAINST 1741.2E

3. Information. The solicitation or transaction of any private business on any military installation is a privilege; no person has the authority to enter a military installation and conduct personal business as a matter of right. References (a) and (b) prescribe minimum solicitation controls and standards of conduct which must be observed at all military installations. This instruction highlights some of these controls and prescribes additional limitations required for solicitation at USNA. The provisions of this instruction do not encompass military installation services furnished by commercial companies when such services are authorized by the Superintendent and do not encompass those authorized services or commodities provided by the Naval Academy Business Services Division (NABSD).

4. Standards of Conduct for all personnel employed by activities located at USNA

a. Reference (b) prescribes standards of conduct required of all personnel employed by USNA or on duty at USNA.

b. USNA personnel, including Midshipmen, and all other persons regularly aboard the Naval Academy by affiliated organizations, are prohibited from engaging in solicitation for the sale of life insurance, mutual funds, other investment plans, goods, commodities, and services on the grounds of USNA. Military personnel are also prohibited from selling any of the above to personnel of lesser rank or grade outside of USNA. This prohibition is not applicable to the one-time sale of personal property or privately owned real estate. Additionally, the prohibitions contained in this paragraph do not apply to group or organizational sponsored sales specifically approved by the Superintendent, (e.g., Naval Academy Athletic Association (NAAA) ticket sales, etc.)

5. General Policy

a. Compliance with the provisions of references (a) and (b) is required for all commercial solicitation at USNA.

b. Solicitation before captive audiences is prohibited. The use of a company representative as a participant in any education or orientation program is prohibited. Solicitation will be on an individual basis, by appointment only, so as not to interfere with the duties of military personnel and civilian employees. Uninvited or unwanted solicitation by any company representative, at an individual's residence which is classified as "government-provided quarters," will be reported to the Security Police Division (410-293-5767), Naval Support Activity (NSA) Annapolis, for appropriate action. Cost Center Heads should designate specific plans and times for the transaction of personal business by a company

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representative with Naval Academy personnel other than Midshipmen. The Commandant of Midshipmen has exclusive authority to designate the times and places for commercial solicitation with Midshipmen.

c. Requests from commercial companies for roster listings of Naval Academy personnel will be denied under the provisions of the Freedom of Information Act, 5 U.S.C 552(b)(6). All requests for such lists are to be forwarded to the Freedom of Information Act Coordinator (Administrative Officer, Stop 1E) for processing.

d. No company representative has the right to summon any person to appear at a given location or office for the purpose of selling insurance, investments, or any other commodity or service. The use of Naval Academy mail and/or email for distribution of commercial literature for solicitation of commercial business or for unsolicited personal business appointments is prohibited.

6. Action

a. The Midshipmen Financial Advisor is designated as the Commercial Solicitation Control Officer at USNA.

b. The Commandant of Midshipmen may impose any additional restrictions on commercial solicitation for Midshipmen as deemed appropriate. The Midshipmen Financial Advisor is the designated officer for the Commandant of Midshipmen to provide Midshipmen counseling on the purchase of life insurance, investments, and other financial related goods and services.

c. The cooperation of all personnel employed at USNA is required to enforce the regulations prescribed by this instruction. Any person who observes, or is otherwise aware of, any commercial solicitation being conducted at USNA that does not conform to prescribed regulations should report this information to the Midshipmen Financial Advisor (410-293-3307). After normal working hours, reports should be made to the Security Police Division, NSA Annapolis (410-293-5767).

/S/
S. S. VAHSEN
Chief of Staff

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