



It's Time to Recommission the UNTD Association with a New Name

January 2023

At the November AGM, the membership voted unanimously to broaden Association membership to welcome both active and retired Naval Reservists of all ranks into full membership.

The Naval Reserve Centennial provides a great occasion for the UNTDA to pivot to a new purpose and mission of celebrating, commemorating, and connecting as we recommission the Association while evolving and expanding by encouraging all Naval Reservists to join and contribute to the ongoing transformation into a National Naval Reserve Association!

A major element in the transformation of the organization is the search for a more inclusive name and we want you to be part of this by participating in the **Name Quest!**

The search for that new name is open to all current members and prospective new members:

Submit your suggestions to NameQuest@UNTD.org until March 1, 2023, when they will be compiled and reviewed to determine a short list or top contender to be presented to the membership at the AGM in Victoria in May.

Please spread the word to all your naval Reserve friends and encourage submissions.

Consider the following criteria:

- The name and acronym in both English and French must avoid any association with or implication of salacious or rude terms.
- Can't be too long.
- Should relate in some way to the Canadian Naval Reserve.
- Consider whether the names and acronyms “roll easily off the tongue”.
- Can't be confused with other widely known entities (e.g., Canadian Naval Reserve – CNR).
- The name is not a public “brand” and so does not have to specifically reference the Canadian Naval Reserve; it need only appeal to members. You might consider shipboard or naval specific terms if you think they would resonate with members.

The following are not suggestions or intended to limit thinking but are offered with a view to promoting the creative juices. Any and all suggested names and feedback will be gratefully received.

National Association of the Naval Reserve	NANR	Association de la réserve navale	ARN
Naval Reserve Association of Canada	NRAC	Association de la réserve navale du Canada	ARNC
Canadian Citizen Sailor Association	CCSA	l'Association des matelots citoyens du Canada	AMCC

Please encourage your Naval Reserve friends and shipmates to participate, by writing before March 1st directly to: NameQuest@UNTD.org

or referring them to the website UNTD.org for more information.