



**Memorandum of Agreement (MOA)
for
Boating Safety**

**Coast Guard Auxiliary Association, Inc.
and
*HeartLand Boating***

September 2008

Coast Guard Auxiliary Association, Inc. (the "Association") and *HeartLand Boating*, a Waterways Journal, Inc. publication, have agreed to work together to promote boating safety throughout the U.S. Coast Guard Auxiliary District 8CR, 8WR, 8ER by promoting public education, vessel safety checks, Maritime Domain Awareness and other outreach efforts. The limits of this Memorandum of Agreement (MOA) are restricted to the geographical area encompassed by the three regions of District Eight because the current circulation of *HeartLand Boating* primarily lies therein.

1. This Memorandum of Agreement (MOA) will be promoted by:
 - a. Issuing press releases and/or publishing articles, as appropriate, in our respective magazines, web sites and newsletters announcing this MOA.
 - b. Sending notices to members of the U.S. Coast Guard Auxiliary (the "Auxiliary") located within the three regions of District Eight, announcing this MOA.
2. Membership and participation in our organizations will be promoted by:
 - a. Publishing articles and web news which promote Auxiliary membership, programs and opportunities.
 - b. Publishing articles, newsletters and web news which promote participation by Auxiliary members with *HeartLand Boating* opportunities.

3. Recreational Boating Safety will be promoted by:
- a. Review of newsworthy press releases regarding Auxiliary boating safety courses and the Vessel Safety Check (VSC) program for possible publication in *HeartLand Boating*.
 - b. Establishing links between our web sites to facilitate electronic commerce and exchange of information.
 - c. Offering a discounted annual subscription rate for *HeartLand Boating* to District Eight members of the Association per their request.
 - d. Offering discounted or free annual subscriptions for *Heartland Boating Magazine* (per the discretion of HeartLand Boating) to consenting flotilla commanders and all consenting public education officers within District Eight at the district, division and flotilla levels per their request.
 - e. Offering free copies of *HeartLand Boating* (when available) to requesting District Eight flotilla public education officers to make available for distribution to public education class students; each magazine copy may include an application for the student to obtain a discounted first annual subscription rate.
 - f. Review press releases and updates on Maritime Domain Awareness concepts and America's Waterway Watch programs, for possible publication in *HeartLand Boating*.
 - g. Providing the means whereby District Eight Auxiliary members desiring to take advantage of the offerings detailed in this Agreement, may gain access to appropriate on-line forms, via an Auxiliary electronic portal to *HeartLand Boating*, which would verify current membership in the Auxiliary; alternate non-electronic member verification and communications may also be acceptable.
 - h. Providing the opportunity for District Eight Auxiliary public education officers to have their course listings published in an applicable edition (on web or in print) of *HeartLand Boating*.

4. Both parties indemnify the other party from any responsibility pertaining to either's participation in this MOA. These efforts may be expanded or changed as appropriate. Participation in this alliance is voluntary and does not constitute a binding contractual commitment.

The following individuals will be the points of contact for this Strategic Alliance:

U.S. Coast Guard Auxiliary

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HeartLand Boating

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Coast Guard Auxiliary Association, Inc.

HeartLand Boating Magazine
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