



Strategic Alliance for Boating Safety

Coast Guard Auxiliary Association, Inc. and West Marine, Inc.

September 3, 2004

Our organizations have agreed to work together to promote boating safety throughout the United States. We intend to do this by promoting public education classes, vessel safety checks, and outreach efforts.

1. This strategic alliance will be promoted by:
 - a. issuing press releases and/or publishing articles, as appropriate, in our respective national magazines, catalogs, and newsletters announcing this alliance.
 - b. sending notices to all stores and flotillas announcing the alliance
 - c. identifying and encouraging relationships between specific local Auxiliary members and store managers.
2. Membership and participation in the organizations will be promoted by:
 - a. including articles on Auxiliary membership and programs in West Marine's catalogs.
 - b. including information on the West Advantage program in kits provided to students in public education courses and vessel safety checks.
3. Recreational boating safety will be promoted by:
 - a. establishing a contact and liaison program which provides for structured contact between local Auxiliary personnel and Store Management.
 - b. including articles on public education and vessel safety check programs in West Marine catalogs and promotional mailers.
 - c. where appropriate, making store space available for presentation of boating safety classes, public safety booths, and vessel safety check stations.
 - d. providing course schedules and vessel safety check locations to West Marine stores for posting and/or distribution to customers

- e. offering discounts to public education students and to those producing evidence of completion of a vessel safety check.
- f. establishing links between our web sites to facilitate electronic commerce and exchange of information.
- g. coordinating solicitation efforts for charitable grants which support our joint goals as outlined in the Strategic Alliance.
- h. jointly participating in You're in Command, the North American Safe Boating Campaign, National Clean Water Campaign and the Annual International Search and Rescue Competition.
- i. developing and distributing kits to public education students providing information on products related to topics discussed in the course.
- j. inviting store management to make presentations at local Auxiliary meetings concerning products of interest to Auxiliarists.
- k. developing a purchasing guide for vessel safety check equipment by combining current West Advisor material with the VSC checklist.
- l. supporting store openings by providing boating safety booths and other attractions.
- m. providing boating safety literature to West Marine stores without charge in connection with the Auxiliary Recreational Boating Safety Partnership program

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

U.S. Coast Guard Auxiliary

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 U.S. Coast Guard Auxiliary
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West Marine

Tom Carey
 Senior Vice President of Marketing
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 Watsonville, CA 95076-4171 US

These efforts may be expanded or changed as appropriate. Participation in this alliance is voluntary and does not constitute a binding contractual commitment.

Coast Guard Auxiliary Association, Inc.



E.W. Edgeron, Jr., President
 Dated: September 3, 2004

West Marine, Inc.



Thomas Carey, Sr. VP of Marketing
 Dated: September 3, 2004