



# WAVES

## Watercraft and Vessel Safety

THE NEWSLETTER FROM THE U.S. COAST GUARD AUXILIARY DEPARTMENT OF BOATING

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### BOATING LIAISON

H.M. (Hal) Marschall, DVC-BL

The Boating Liaison Division's primary goal is to expand the Auxiliary's Outreach Program by identifying and developing relationships with partners in the traditional and non-traditional recreational boating arena. Our initiative doesn't stop with the signing of the partnership agreement. Building a strong, long term relationship is the next crucial step in our process.

The Outreach Project, the primary focus of the DVC-BL, is a prospecting program where an initial suspect list of potential partners is developed annually. Historically the typical target was found in:

- traditional recreational boating groups
- boat manufacturers
- marine vendor organizations
- suppliers

Today we look not only at the traditional, but the non-traditional prospect. Non-traditional boating organizations would include such areas as national sailing, camping, fishing, canoe and kayak organizations. Statistically, these non-traditional pursuits generate a disproportionate rate of accidents for the number of participants. (According to the BARD study canoes/kayaks are the #2 vessel for fatalities.)

We look to identify organizations that have an interest in safety on the water and can benefit from the Auxiliary's value added benefits. VSCs, public education courses, course development, and Web page access are possible indicators for a potential relationship. The initial interest may be as simple as getting agreement to partner on the organization's web page. It could be as comprehensive as our partnership with BoatU.S.

Previously, the project was initiated, directed, and worked by the DVC-BL. It was a well kept secret, shared with few people in the Auxiliary. This worked to a certain level of success within the traditional marketplace. It has proven not to be the case when we look at the non-traditional boating opportunity. The Outreach Project needs your help. Historically, we contacted the national staff and discussed the advantages of partnering with the Auxiliary. Unlike the traditional prospect, which was a national/regional manufacturer with

the ability to direct the field to participate, the non-traditional prospect is less structured and less likely to follow the direction from the national level unless there was a benefit to the group. Typically these groups are splintered and have a built in skepticism concerning the accident statistics and what the Auxiliary can offer them.

If we are going to make inroads in the non-traditional area we need to work with the local chapter at the grassroots level, an upward directed initiative. The local B.A.S.S or American Canoe Association chapter is where we need to make a contact. We need the help of every Auxiliarist in our partnership efforts. If you have a contact with any chapter of any organization that you feel would benefit from the Outreach Program give us a call/send an e-mail. With your contact and the help of your flotilla, we can offer the chapter our value added benefits and create a positive proof statement to use with the national organization. Recreational Boating Safety is everyone's job. Please help us get the message out to the boating public.

Our Branch Chiefs are working very hard to grow our existing partnerships. Jim Fisher, West Marine Branch Chief, is working with them on the 2002 VSC coupon program. This will be very similar to last year's.

Clyde Hungerford and Henry Pratt, III continue to work with BoatU.S. and Boaters World on expanding our opportunities. VSC discount coupon program, financial support for the BEACON, wholesale accounts for Auxiliary flotillas, Auxiliary vessel insurance programs, grassroots grants, and participation in Operation Boat Smart Programs are the results of this partnership.

Donald Smutz, Branch Chief Industry, is working with the likes of State Farm to advance the VSC program and other value added initiatives. Bill Griswold, Branch Chief NSBC/NWSC, is advancing the Auxiliary and the RBS/ Operation Boat Smart initiatives by his membership and leadership in these organizations. NSBC will include the Auxiliary's VSC brochure in the Campaign Kits Order Form so the recipients of the 15,000 kits can order these pamphlets to hand out at boat shows, booths, classes, MV visits and VSCs.

The Outreach Project is everyone's opportunity to make a difference. Help us by becoming part of the "TEAM" and let's prospect.

### SAFE BOATING COUNCIL NEWS

Bill Griswold, BC-BLN

The International Boating & Water Safety Summit, meeting at the Adams Mark Hotel in Daytona Beach, Florida 28 April - 1 May has something for any serious

boater. In addition to hosting meetings of various boating organization's boards, the NASBLA Education Committee meets on Saturday 27 April. The Summit formally gets underway Monday with a color guard from Coast Guard Station Ponce de Leon Inlet. We will be greeted by several dignitaries and will hear about some serious issues including carbon monoxide standards. Plus, we will be treated to information about the upcoming Lewis and Clark Celebration and weather forecasting for boaters in the heartland regions.

Breakout sessions follow on Tuesday, with presentations in:

- law enforcement
- education and boating safety
- outreach and awareness
- risk management and accident prevention
- waterways management.

Candidates for prestigious awards will present their programs at the Summit, showing the best from various parts of the country

To register, go to [IBWSSummit@aol.com](mailto:IBWSSummit@aol.com) or look for the Summit logo on the NSBC's website, [safeboatingcouncil.org](http://safeboatingcouncil.org). This is the premier boating safety event in the country, and indeed in North America. We expect representatives from 12 countries, as well as from dozens of Federal, State and local organizations, not to mention many volunteer and commercial interests. The exhibits are huge, and you will see boating from a national perspective. I urge every serious Auxiliarist to consider joining the professionals in Daytona.

#### **STRATEGIC ALLIANCE FORMED**

Clyde Hungerford, N-SK

On 30 March 1998 the Coast Guard Auxiliary National Board, Inc. and the Boat Owners Association of the United States (BoatU.S.) signed a Strategic Alliance for Boating Safety. The goal of the alliance was to engage more boaters in safety education courses and the Auxiliary Vessel Safety Check Program through promotion and incentive and to encourage active participation in the U.S. Coast Guard Auxiliary and BoatU.S. organizations.

This alliance turned out to be a great benefit to American boaters as well as our members by:

- having our BoatU.S. membership cost reduced by half.
- receiving a thirty percent reduction in vessel insurance costs
- allowing our flotillas to establish wholesale accounts which can be used for procuring safety items for our vessels and items for our public education courses
- publishing of a newsletter to all our members on a periodic basis.

However, the greatest benefit has been to the boating public. BoatU.S. has promoted to their 500,000 plus members:

- the availability of USCG Auxiliary membership,
- recreational boating safety courses
- the Vessel Safety Check program in their magazines,
- allowing us to list our boating courses on their Foundation Hotline
- making their stores available for boating safety courses
- providing handouts for all boating safety course graduates which contain a discount equipment coupon, one year subscription to their magazine "Seaworthy" and a one year complementary membership.

Our relationship with BoatU.S. has been most rewarding and the boating public has benefited substantially. At the present time we are preparing a rewrite of our alliance, which will guarantee enhanced benefits to the boating public and our members.

#### **STATE FARM PROMOTING THE AUXILIARY**

Donald Smutz, BC-BLI

During the San Diego Boat Show in January 2002, State Farm Insurance had a large booth promoting the wearing of life jackets, primarily by children. Each visitor was given a jacket to wear and then have their picture taken in a boating scene. They were given a token award, such as a whistle, a key chain or other gift.

Two Auxiliary members were asked to participate in a State Farm Dealer training program, scheduled after the boat show ended. The training showed the dealers what to look for when checking a boat before they issue an insurance policy. Don Smutz and Jim Davis talked about the Auxiliary education and Vessel Safety Check Programs. They also used a regular boat and a PWC to give a "show and tell" experience for the agents while looking at the boats.

After the program, there was a very good dialog among the agents and the State Farm headquarters personnel. They were very impressed with the training program. Several agents suggested that it might be a good idea if their agencies promoted customer classroom training. The Auxiliary members stated that if they would arrange the classes and use their mail lists to advertise the programs, the Auxiliary could teach the class. One such class was arranged before we left the meeting.

Representatives from State Farm's company headquarters stated that this was a test training program for their agents. If successful, their plan was to hold additional training programs in connection with boat shows around the country. There is discussion about holding training in Miami, Chicago and about three other cities. Their contact for now will be Don Smutz, who will guide State Farm officials to Auxiliary units in the area where additional classes will be scheduled.

State Farm representatives have also talked to Coast Guard Headquarters personnel about funding of safety items that can be distributed through Auxiliary activities. This could be a very beneficial marriage for all parties and boating safety.

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