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## Watercraft and Vessel Safety

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

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### FROM THE DEPUTY CHIEF

Atul Uchil, DC-Bd

The Department of Boating, under the program guidance of the U.S. Coast Guard Office of Boating Safety and the direction of the Auxiliary Directorate of Recreational Boating Safety, provides assistance to Coast Guard units, Auxiliary National Departments and Auxiliary District organizations in their efforts to promote and support recreational boating safety programs.

The Department of Boating provides both informational and fiscal resource services to the Auxiliary membership. In addition, the Department of Boating provides liaison with State Boating Law Administrators and other recreational boating safety organizations in the state, federal, & public sectors.

There is always action in the B-Department. We may be negotiating a new MOU/MOA to get benefits to our Auxiliary members or ensuring that an existing MOU/MOA continues. The liaison activities performed by the States division with all the state Boating Law Administrators and those performed by the Liaison Division with all other partners are vital to the auxiliary. And, our Resources Division is always on its toes making changes to our website and suggesting changes to partner websites to ensure maximum exposure.

We live in exponential times. The world is changing at an exponential rate. No longer can a single person or organization fulfill all the needs of its constituents. Partners complement and supplement the capabilities of your organization. Most of our partnerships are symbiotic; partners dramatically increase the opportunity of exponential exposure for each other. Consequently, partners can help foster growth, providing benefits not otherwise available to members of each others' organizations.

The Boating Department is the primary interface between the Auxiliary and outside organizations, originating and maintaining partnership agreements

with BoatU.S., Boater's World, West Marine, US Army Corps of Engineers, *Soundings* Magazine and others. We provide direct and indirect support to the PE and VSC programs, Coast Guard headquarters, and District RBS Specialists. We provide valuable support to the State Liaison Officers. Information garnered from the states is distributed swiftly to other departments. When other departments initiate projects with outside partners, the Boating Department serves as an advisor, facilitating the development of agreements.

The Division Chiefs (David Delich, DVC-BL; Doug Patterson, DVC-BR; and Pauline Longnecker, DVC-BS) along with their dedicated team of Branch Chiefs enable all these accomplishments through their dedicated hours of service.

Speaking of Branch Chiefs, we have two new additions to the B-Department Family:

- Ms. Margaret Schulze (BC-BLP) is the new Branch Chief of publications. She has over two decades of experience in the airline industry.
- Mr. John Matthews (BC-BLB) is the new Branch Chief of BoatU.S./Boater's World. John is an experienced businessman and entrepreneur.

John & Margaret - Welcome aboard! We expect great things from you.

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## NSBC RECOGNIZES CORRECT CRAFT, INC.

Bill Griswold, BC-BRN

At their 2007 annual meeting in Florida, the National Safe Boating Council recently presented boat manufacturer Correct Craft, Inc., with the NSBC's Pillars of Support Award.

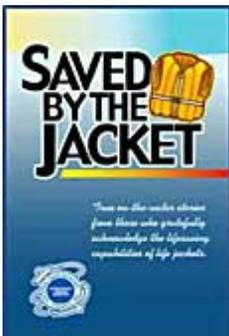
Bruce Wright, Recreational Boating Specialist for the USCG's Seventh Coast Guard District, and Bill Griswold, Past Chairman of the National Safe Boating Council and a member of the Boating Department, presented the award.

The Pillars of Support award, sponsored jointly by the NSBC and U.S. Coast Guard and presented annually, honors organizations that have demonstrated a strong commitment to National Safe Boating Campaigns as well as developing strong, original local campaigns that increase awareness for safer boating.

Criteria for the award include

- Communicating the Campaign's message, **"Boat Smart, Boat Safe – WEAR IT!"** in an innovative, informative, yet practical way
- Reaching a diverse, widespread boating audience
- Developing an idea or program easily replicated by others
- Continually promoting quality messages of Safe Boating Awareness on a long-term basis

Among other commendable acts, Correct Craft demonstrated its commitment to safe boating by including a free copy of the National Safe Boating Council's *SAVED BY THE JACKET* book with every boat they sell. *SAVED BY THE JACKET* is a collection of compelling, first-person stories from people whose lives were saved by the life jackets they wore.



To learn more about the book, and to order it, visit <http://www.boatingsidekicks.com/sbjacket/sbtjmain.htm>.

More information on Correct Craft, Inc., is available on their website at [www.correctcraft.com](http://www.correctcraft.com). More information about the National Safe Boating Council is available at [www.safeboatingcouncil.org](http://www.safeboatingcouncil.org).

## INFLATABLE LIFE JACKETS: THE BASICS

Stu Soffer, N-MS

**Dept. Chief's Note:** Below we present excerpts from a very informative article, which is now posted on the Boating Department website. This article is a "must-read" for Auxiliarists who use Inflatable Life Jackets.

Inflatable life jackets are comfortable and make patrolling in hot/humid weather a lot easier. They also contribute toward alleviating crew fatigue. Regardless if our "inflatables" are old styles or new, we should all know how to maintain inflatable life jackets, and we should all be able to answer questions from the boating public about them.

The term "*life jacket*" rather than "*PFD*" is used exclusively in this article because we are supporting the Coast Guard's Office of Boating Safety's national thrust to promote life jacket wear. The Office of Boating Safety, along with the National Safe Boating Council and state boating authorities are endorsing the new "Wear It" theme, which replaces "You're In Command". In order to standardize the terminology used with the boating public, these agencies are asking all parties to use the term "life jacket" exclusively, instead of "PFD".



There were 710 recreational boating deaths in 2006; 90% of the victims were not wearing a life jacket. Promoting life jacket wear saves lives.

Did you know there are different varieties of inflatable life jackets? Different brands use different inflation methods: either a pill or bobbin that dissolves when it contacts water, or a hydrostatic release. All automatic inflatable life jackets have a manual "lanyard pull" backup to inflate the jacket.



Make sure wearers know how to operate their life jackets. Some life jackets may appear automatic, but actually only inflate manually.

Inflatable life jackets are very comfortable and convenient, but the inflation mechanisms do require some maintenance to ensure reliable operation.

For the complete article, including information on pet life jackets, visit [www.auxbdept.org](http://www.auxbdept.org).



**Dept. Chief's Note:** The following article, excerpted below, was developed by the Auxiliary's National Marketing Group and provides valuable guidance to those preparing to create an exhibit at a boat show, marine event, trade show, etc. In today's high-tech, visually oriented culture, a compelling exhibit is crucial to communicating your news of boating safety. Go to [www.auxbdept.org](http://www.auxbdept.org) to read the full article.

"We've always done it that way" may have worked in the past, but effective methods of reaching target markets have changed rapidly. Use the following tried and tested "out of the box" concepts to make your exhibit a success".

Any exhibit and those staffing it must be able to get a visitor's attention. According to the book *Guerrilla Trade Show Selling*, it takes a visitor less than four seconds to walk the length of a ten-foot exhibit space. And you're in competition with all the other event distractions for that short period of time.

An open exhibit draws visitors into the space, enabling you to engage them more readily. Use top-quality, professional, official Coast Guard materials and ensure that all publications are up-to-date with the latest slogans and handouts. Keep all materials organized; if you will be outside, ensure items are protected in case of wind or rain. Secure items against theft or vandalism if the exhibit will be left unattended overnight.

Include plenty of three-dimensional or interactive objects in your display. The latest in attractive and comfortable life jackets is a must; you can also include lines for knot-tying, promotional videos or PowerPoints, textbooks for safe boating classes, a variety of (inert) flares, portable fire extinguishers, and other safety gear.



People are attracted to items they can touch – giving you the perfect opportunity to begin a conversation with them.

Having small, helpful items to give away such as whistles on lanyards or garbage pollution placards will be much more popular and useful with the public than handing out fistfuls of brochures or flyers. Let guests choose which items they wish to take and do not hand out "freebies" like candy – they will go straight in the nearest trash can.

Post your flotilla's boating course and VSC schedule; and have sign-up forms for both available. Boat show exhibits offer an excellent opportunity to sell ABC and knot tying CD-ROMs, Davis cards, GPS for Mariners Courses, and BS&S texts (pre-sold before the date of the next PE class). And don't forget CG recruiting literature, including contact information for the nearest recruiter.

Plan ahead by determining your target audience, exhibit scope and focus, and by ordering materials well in advance of the event date. If a large number of children are anticipated, invite a Coastie robotic boat to participate. on the peak day. Scheduling Coastie should be done as far in advance as possible. Many Districts have a PFD Panda and Officer Snook costumes. These are also great attractions and often easier to schedule than Coastie.

In addition to planning the display, selecting the right Auxiliarists to operate it is equally important. Auxiliarists staffing the exhibit need to be both professional and approachable. The Undress Blue – Summer Alpha uniform or Undress Blue – Winter uniform (when appropriate) is specified in the Auxiliary Manual for boating safety exhibits. Hats are not worn inside and ribbons are not worn with these uniforms. One of the Auxiliarists staffing the exhibit should model an inflatable life jacket; and all those staffing the exhibit should understand how inflatable life jackets work so they can answer questions about them.

Table tops are for display items, not a resting place for hats, jackets, water bottles, etc. Do not eat while staffing the exhibit. Brush your teeth or use a breath mint to keep your breath fresh, but do not chew gum. Stand or use backless stools (no chairs) to maintain eye contact. Socialize

with family and other flotilla members away from the exhibit area so visitor access is not discouraged by a crowd.

A National Marketing Group Coordinator is available to assist flotillas with exhibits. Contact Stu Soffer for assistance, at (870) 247-1177 after 0900 CST, or [cgaugstu@yahoo.com](mailto:cgaugstu@yahoo.com).

## BOATING TRUST FUND EXPOSED!

Bill Griswold, DSO-SL D7

Have you heard of the "Wallop-Breaux Trust Fund"?

The fund has not disappeared – only changed its name. Now it is known as the "Sport Fishing Restoration & Boating Trust Fund". This fund receives its revenue from a variety of user fees and provides provides nearly \$600 million a year to Boating Safety, Infrastructure and Access Programs, Sport Fishing Restoration, etc.

Bill Griswold, BC-BRG, DSO-SL D7, created an informative presentation about the Restoration & Boating Trust Fund which, complete with presenter notes, is now posted on the Boating Department web site under [State Liaison Officer Documents](#). Use it for self-education and to present to others.

## FREE **Soundings** SUBSCRIPTIONS!

Margaret Schulze, BC-BLP

*Soundings* Magazine and the Coast Guard Auxiliary have the privilege to present to all 2008 Flotilla Commanders and Public Education Officers a one-year free subscription to *Soundings* Magazine. To qualify for the free subscription Flotilla Commanders and Public Education Officers must be **currently elected to hold office for the 2008 year**.

### Steps to the Free Subscription:

1. Go to <http://nws.cgaux.org/index.html>.
2. Click on [Shop Auxiliary](#) in the Quick Link Directory. 
3. Click on the [Members Only](#) icon.
4. Input your [Aux. Employee ID](#) and [E-Directory Password](#).

5. The [Members Benefits](#) page will appear after your ID has been authenticated. Click on the [Soundings](#) icon.
6. On the *Soundings* publication page, click on [Flotilla Commanders and Public Education Officers](#), which is in the main menu.
7. Fill out subscription information

An e-mail response of receipt will automatically be generated to the applicant. *Applications will be reviewed and verified for proof of current office.*

Free classroom copies can also be ordered by FSO-PEs for students enrolled in public education classes.

**The Subscription will be valid for 1 year, effective January 1, 2008 and ending December 31, 2008.**

All other Auxiliarists can order *Soundings* at a discounted rate of only \$13.97!

## VISIT THE WEBSITE OF USCG's OFFICE OF BOATING SAFETY!

B-dept staff

Have you ever checked out the Coast Guard's Office of Boating Safety web site?

<http://www.uscgboating.org/index.aspx>



On this valuable site you can access the latest Boating Accident Statistics, Recalls & Safety Defects, Grants, Boating Regulations and much more! Give it a try right now!



**Distribution: All FC's, DCO's, VCO's with email addresses in AUXDATA, plus NEXCOM, CG-542 CG-5422 and CG-54222 via direct email from DC-B. Upon receipt, FC's are asked to copy and provide copies to Flotilla members.**