

FROM THE CHIEF - JOHN POTTS, DC-B

As I was preparing some notes to use at a meeting coming up soon, I was amazed at how many partnership agreements your Boating Department has negotiated, implemented and currently maintains! The count is ten - and five of them began in 2008 and early 2009!

Oh, and there is an eleventh in the works as this goes to press: Have you thought about getting a Coast Guard Captain's License? Well, a new partner is in process which is to provide a deep discount to Auxiliarists who want to take their on-line course! Watch for the initial announcement in the National What's New web site

http://nws.cgaux.org/members/whats_new/announce.php

- that is where you will see it first! Add this link to your favorites and check it at least weekly!

Look for news on three of our newest partners in this newsletter - Rocna Anchors, Mad Mariner On-Line Magazine and the Boy Scouts of America!

'Tis the season - when all areas will be in peak boating season and... National Safe Boating Week is almost here! See a blurb herein about ordering printed RBS materials NOW - without delay!

Oh... and remember our "**Prime Directive**" (see the article below). Thank you for all you do in the Auxiliary!

You make the Auxiliary a truly fantastic & vital organization!

RBS EXHIBIT IN ACTION - A SUCCESS STORY - LYNN MILES, DSO-PA 082

The day was our last at the Huntsville Boat Show. I was told that it was still very crazy at our exhibit. The 30 Second Challenge and the Splash Test Kids were still a big hit with everyone.



The bin was our 30 Second Challenge. The bin represented how most boaters keep their lifejackets on their boats - under seats or in storage containers.

The Splash Test Kids were located in a

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clear bin just above the lifejackets. Panda (aka Josh Kelly) made an appearance for a special Boating Class that was being held by Life on the Water. Panda made 3 TV appearances for the ABC Channel in Huntsville, AL.

Adults were interested in the lifejackets in the bin while kids would come up and look right into the bin and would see that one barbie doll was underwater and one was floating. Our point was made! They float and you don't.



I have learned over the years that "less is more" and "less is less intimidating" to the public. As simple as our exhibit was - we got the message across. We kept our exhibit table simple and easy on the eyes. Nothing was more than about 13 inches high making it - I believe more user-friendly.

I am looking forward to growing with this exhibit in the years to come.

USCG AUXILIARY & BOY SCOUTS OF AMERICA AGREEMENT SIGNED

- BRUCE JOHNSON, BC-BLB

The Coast Guard Auxiliary signed a Memorandum of Agreement to begin partner liaison with Boy Scouts of America in February. The Boating Department is developing an implementation strategy to make this a meaningful agreement between our two organizations. The MOA can be downloaded in the Boating Department Document Library under Partners. Stay tuned for additional details in the next issue of Waves.

MAD MARINER FREE ONLINE PUBLICATION

- MARGARET SCHULZE, BC-BLP

Another new partner, the online daily boating magazine and web-based resource for boaters, is offering free one-year subscriptions to Auxiliaries. You get a new feature story every single day, marine news, blogs, forums, boat reviews, video podcasts and more. Go to <http://www.shopauxiliary.com/>, click on the **Members Only** link to log in and then click on the Mad Mariner link.

NATIONAL SAFE BOATING WEEK

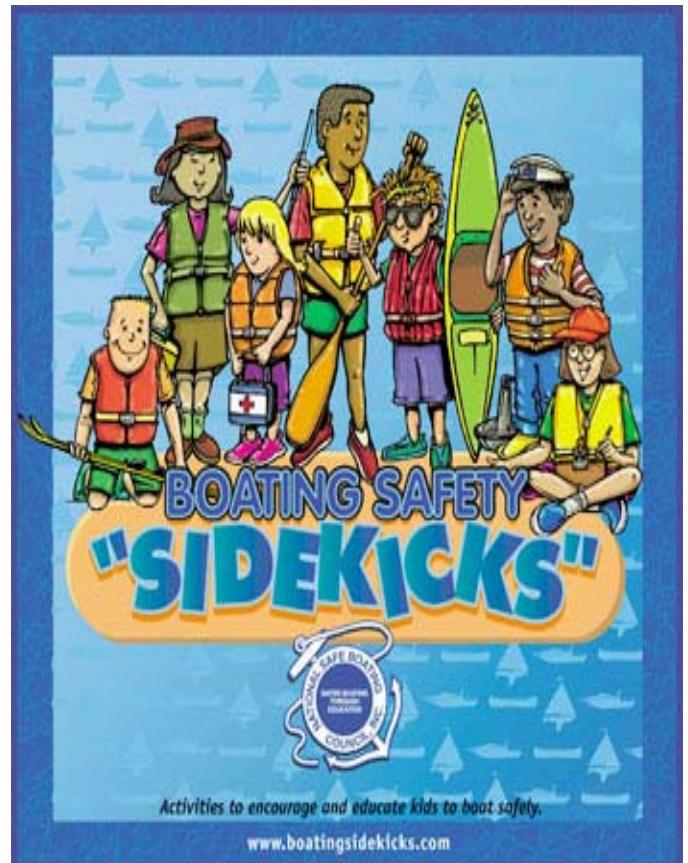
NSBW is set for 16-22 May 2009.

Order resources NOW from the new web site at

<http://www.boatingorders.com/>

Amazing RBS videos can be found with other campaign info at

<http://www.safeboatingcampaign.com/>



VHF DSC RADIO TUTORIAL CD AVAILABLE

- BRUCE JOHNSON, BC-BLB

In early 2008 BoatUS created an excellent online video tutorial on the VHF DSC radio process on their website.

http://www.boatus.com/foundation/dsc/player.html?WT.mc_id=400090

This course introduces the boater to the operation of VHF radio, as well as explaining about Digital Selective Calling (DSC) and Rescue 21, the Coast Guard's new communication system.

The BoatUS Foundation now reports that they are able to ship this tutorial as a CD in multiples of 25 for PE or member training classes, to any Auxiliarist gratis upon request. Order at:

<http://www.boatus.com/foundation/brochure/order.asp>

This tutorial was made possible via a Grant from the Sport Fish Restoration and Boating Trust Fund, Administered by the U.S. Coast Guard.

BOATING DEPARTMENT STAFF MEMBER RECEIVES COMMENDATION

- DAVID DELICH, DVC-BL

At N-Train in January, Margaret Schultz, Branch Chief for Publications, was awarded the Auxiliary Letter of Commendation by Capt Mark Rizzo, Chief Director of Auxiliary.



The award was for performance of duty in 2007-2008 while conducting direct liaison duties with partners Soundings Magazine, ORION Safety Products, and Heartland Boating Magazine.

Ms. Schultz was very active in organizing a multi-dimensional staff meeting working out details of how to implement the unique elements of a Memorandum of Agreement with ORION Safety Products with great clarity. She also started a series of face-to-face meetings with the staff of Heartland Boating Magazine in St. Louis, Missouri.

These meetings worked out the details of a Memorandum of Agreement with that entity, demonstrating negotiation skills of the highest caliber to promote acceptance of an agreement. She also continued in her liaison with Soundings Magazine in a highly professional manner.

Congratulations, Ms. Schultz!

OUR PRIORITY MISSION - THE PRIME DIRECTIVE

- STU SOFFER, N-MS

The Commandant's U.S. Coast Guard Auxiliary Policy Statement includes the following: "..., the core strategic purpose of the Auxiliary is to continuously hone its expertise to perform three prioritized functions:" Admiral Allen then lists "(1) Promote and improve recreational boating safety;" as the first of three priorities for us.

The phrase "recreational boating safety" means different things to many, and everyone's well intended efforts to "promote and improve" can be enhanced significantly if everyone understands what it is and work towards a common goal. The Four Principals of Boating Safety are:

- 1. Life jackets save lives - always wear a life jacket.**
- 2. Educated boaters save lives - take a boating safety course.**
- 3. Safe boats save lives - get a vessel safety check.**
- 4. Sober boaters save lives - don't operate under the influence.**

Let's look at USCG accident statistics to determine the most effective utilization of our limited resources to get the "biggest bang for the buck." In 2007, there were 688 recreational boating fatalities and 476 of those were the result of

drowning. Ninety percent (427) of those who drowned were not wearing a life jacket. Yes, ninety percent! This high percentage has remained around the same mark since 2001. A recent life jacket wear rate survey concluded the wear rate has also hovered around only 8.5 percent of boaters (excluding PWC operators) for this same period which explains the consistent drowning rate.

By promoting wearing a life jacket and the Safe Boating Campaign's "Wear It" initiative we will realize the quickest return on our investment of time and effort.

Other accident statistics show that 75 percent of boat operators involved in an accident had no boating education and the number increases to 90 percent if only formal boater education is counted.



This makes boater education the second recreational boating safety priority, and fortunately, the majorities of states now have some form of mandatory boater education or are enacting legislation for younger boaters. So, we should target adult boaters for an Auxiliary boating course to help change their boating habits.

In determining the high at risk for a fatality groups for our efforts, statistics show that operators of small (21-foot and under) open motor boats (205 fatalities in aluminum boats) were involved in the most fatalities; followed by personal watercraft, cabin motor boats, canoes/kayaks and pontoon boats.

There were also 33 fatalities involving row boats and 30 of those drowned. Also, 77 percent of the fatalities occurred on inland waterways, on nice days in good weather and involved experienced male operators between 18 and 55+ years old. How do we promote recreational boating safety to the target market? We can start by having effective exhibits at boat shows. The "how to" of exhibits is covered in the Auxiliary RBS Exhibit Guide at:

<http://auxbdept.org/pdf/2008ShowGuidewSOPv2.pdf>

When promoting recreational boating safety to the public, wearing a new style inflatable life jacket while on patrol (if the life jacket is automatic and meets USCG impact rules for the facility), conducting a VSC, teaching a class, walking the floor of a boat show, or staffing an exhibit helps promote lifejacket wear and mitigates boater risk. Being able to answer questions how lifejackets work, re-arming, and preventative maintenance needs is paramount to their understanding. See an informative Inflatable Life Jackets Basics article at:

<http://auxbdept.org/pdf/InflatableLifeJacketBasics.pdf>

Lastly, Commodore Kerigan's National Marketing Group has prepared an interesting 45 minute Effective Exhibits presentation designed for district conferences. This presentation will assist members become more effective with their boat show exhibits and provide insight into what the priority messages should be and the target market for those messages. If we continue to do what we always have, we will achieve the same results. This presentation will enhance our ability to carry out the Commandant's priority for the Auxiliary to **"promote and improve recreational boating safety."**



ROCNA ANCHOR DISCOUNT **▪ DAVID DELICH, DVC-BL**

Our new partner, Rocna anchors tout an exciting new-generation design, greatly improving holding and setting performance over the traditional styles of anchors. The Rocna is said to set very quickly, typically within 3 feet, and provides massive holding power across a range of bottoms, including sand, mud, and weeds. For a 15% discount and free shipping for Auxiliaries, go to <http://www.shopauxiliary.com/>, click on the **Members Only** link to log in and then click on the **Rocna** link.



PARTNER HONORED ▪ MULTIPLE AWARDS **▪ MARGARET SCHULZE, BC-BLP**

Auxiliary's partner - Soundings magazine - was honored with 10 writing awards in February, including a first place for technical editor Tom Neale and several certificates of merit, at the Miami International Boat Show

Soundings
Real Boats, Real Boaters

Sponsored by Boating Writers International, the awards recognize excellence in 16 categories.

In its 16th year, the BWI awards drew 161 participants, who submitted 456 entries.

In all, \$16,000 was handed out to first-, second- and third-place winners in each category.

Here are the Soundings winners:

- ◆ Boating Columns: "Under Way" by editor Bill Sisson, third place.
- ◆ Boating Adventures: "Stop, Look, Listen" by Tom Neale, certificate of merit.
- ◆ Boat/Engine Care and Maintenance: "What The Keel Revealed" by Tom Neale, first place.
- ◆ Ethics and Environment: "Iced In By Choice" by staff writer Elizabeth Ellis, and "Right whale safety," by senior writer Jim Flannery, certificates of merit.
- ◆ Boating Issues, News and Analysis: "Keel Failures Prompt Call For Oversight" by senior writer Doug Campbell, second place; "Horn of Africa piracy at boiling point," by Jim Flannery, third place; "Fatal collision," by senior reporter Chris Landry, certificate of merit.
- ◆ Seamanship, Rescue and Safety: "Death's Door" by Doug Campbell, and "Many Factors Cited In Powerboat Tragedy" by Chris Landry, certificates of merit.

Congratulations, Soundings!

We are proud to be partners in Recreational Boating Safety with this outstanding RBS oriented magazine. Did you know that you can get a greatly reduced subscription rate for this magazine which majors on boating safety issues? Did you know you can get free copies for your PE class students?

Explore all the Auxiliary benefits on the Soundings web site. Go to

<http://www.shopauxiliary.com/>, click on the **Members Only** link to log in and then click on the **Soundings** link.

Distribution: All FC's, DCO'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.
