

SLO NEWSGRAM

August 2012

Greetings, State Liaison Officer!

The State Liaison Officer (SLO) has a 24-7-365 commitment to addressing boating safety challenges in his/her state. By working with your district's PA, PV, PE, VE, and OP staff officers, you can help make 2012 a record-breaking safe year on your state's waters if you partner with the state Boating Law Administrator (BLA) and other agencies and organizations. If you have not been involved in state or local water safety council meetings, you should contact these agencies or groups to attend their meetings. Your BLA may have suggestions of state or region agencies you should contact. If you are unable to participate during the working day, ask one of the district's DSOs to attend for you and then report back on the meeting. As SLO you should be familiar with everything happening in your state as it relates to RBS missions.

Resources and Networking for the State Liaison Officer

There are quite a few terrific resources for SLOs on the Recreational Boating Safety (RBS) Outreach website (bdept.cgaux.org), but we should always be looking for new and better ideas for pushing the RBS message. As your partnerships and contacts expand so should your resource list. Each SLO should have a list that includes local places that are willing to host public education classes and marinas that allow public affairs booths. Be creative and think outside the box, remembering to stay within Auxiliary missions. Add websites to your list as well as contact names. Remember to include local RBS partnerships with groups like the American Canoe Association, Boat US, Sea Scouts, Army Corps of Engineers, and West Marine. Networking with partners can make a big difference in building RBS programs. Remember, we are all boating volunteers who promote water safety. Is there someone in your area that you could partner with to promote boating safety, but you just haven't gotten around to calling them?

Partners with Purpose

Branch Chief Atlantic South, Barbara Burchfield submitted a story to the *WAVES* magazine titled *Partners with Purpose* that underscores the importance of building local RBS partnerships. SLO Burchfield notes that changing the way people think about boating safety is key to successful boater education. In South Carolina, changing the way we think about promoting boating safety has considerably improved the Auxiliary's effectiveness. We are changing from a *competitive* to a *cooperative* approach to promotion boating safety with other agencies and organizations. We all have the same objective of reducing the number of boating accidents in our state waters.

State Liaison Reporting

Every SLO is required to report to their DSO-SL or Branch Chief quarterly. The report should include the RBS activities your districts have done with the State or other partners. The SLO must also keep their DSO in the loop by reporting monthly to their Chief of Staff. Some SLOs fail to report Public Affairs, Public Education, Vessel Examinations or Operations activity, which leaves a communication

void that in turn makes it more difficult for the District to support the RBS mission. Most Districts are extremely busy during the boating season with many RBS missions. Remember that your report goes to the National Commodore, Chief Director of Auxiliary, numerous active duty personnel, and many National Board and Staff members. Your quarterly status report assists your District with state and local assets as real force multipliers. This is an opportunity to let other everyone know what a great state program you have.

Outstanding SLO Activities Setting the Course

- New Mexico SLO Nickles reported that BLA Tony Velasquez sent a letter to COMO Simpson reinforcing the value he sees in the state's partnership with the Auxiliary.
- Puerto Rico SLO noted that the BLA recognized Auxiliarist Alicia Mercado for her 40 years of boater education in the Commonwealth.
- Colorado SLO Carl Koonsman participated in a safety panel at the Western States Boating Law Administrators Conference in June. The purpose of the panel discussion was to expand on the many ways Auxiliary can partner with state and local agencies in the RBS mission.
- Missouri SLO Stephens reports that the Auxiliary partnered with the Missouri Highway patrol and the Water Safety Council to hold a children's boating program using PFD Panda for approximately 1,300 students.
- California SLO Ramsey reports that the Auxiliary has been busy with over 3,600 Vessel Safety Checks and 133 paddlecraft examinations so far this year.
- Idaho SLO Fritz and DSO attended the interagency safety meeting for over 14 different safety agencies. The meeting's purpose was to establish how each agency would work with other agencies in different scenarios.
- Utah SLO Williams reported that the DNR and Auxiliary received an \$10,000 RBS education grant to promote life jacket wear, vessel safety checks, and other RBS seminars.

AUXBWiki

Don't forget to use *AuxBWiki* at <http://auxbdeptwiki.cgaux.org>

USCG - AUXILIARY - STATES - PARTNERING FOR RBS! MAKE IT HAPPEN!

Bruce & Pauline

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