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- Our RBS Partners Make Good Partners — Invite them into your NSBW Plans: Lower right
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Newsletter of Recreational Boating Safety—Outreach

From the Director

As some of you may have already heard, I have been appointed as the new Director of the "B" (Recreational Boating Safety-Outreach, or "RBS") Directorate. For those of you who may not know me, I served in the B Directorate from 2009 to 2012 as BC-BLP (Branch Chief - Liaison to our Publication Partners) and DVC-BL (Chief, Liaison Division). In March, 2011, I was appointed as DIR-V (Director "V" Directorate - Vessel Safety Exams and Marine Program Visitation). It is truly my pleasure to be re-united with so many of my old friends in RBS Outreach.

I am very happy to be serving with our current RBS Deputy Director, Bob

Myers (DIR-Bd). I have known Bob for a couple of years, since the USPS-PV partnership MOA was conceived in 2011. Bob and I have a great relationship, and I consider him a trusted friend. Bob's wise counsel from 28 years of Auxiliary service has already proven invaluable to me. I will depend on Bob heavily to oversee the day-to-day operation of the B Directorate while I work to improve communication, prioritize our projects, and align our future direction with the wishes of our current senior leadership.

Since I was last in the "B" Directorate, our National leadership has changed. Since October 2012, we have a new NACO (Na-



Mr. Kelly L. Townsend is our new DIR-B

tional Commodore) and a new NEXCOM (National Executive Committee). Although our new leaders may bring new priorities, it remains our #1 job to implement the visions of our NACO and NEXCOM for the future of RBS within the Auxiliary. It is imperative for all of us in the B Directorate to be on

Continued on next page

Our RBS Partners Make Good ... Well, Good Partners

[Editor's Note: Reach out to Our RBS Partners during NSBW—
When planning your Flotilla activities for National Safe Boating Week this year, why not go beyond the 'ritual' annual Vessel Safety Exam event with your local Power Squadron, Canoe Association, or other RBS Partner. In ad-

dition to a joint VSC, why not invite them to a BBQ, a Rendezvous, or other social event?

You might also think about reaching out to those Partners that you haven't thought about before – start by asking what is the predominant (or active, or growing) RBS

Partner area in your local area.

Then think outside the box—or outside the boat: did you know that the fastest growing segment of recreational boaters doesn't use either a sail or motor? They use paddles, and they make enthusiastic Flotilla members.

Continued on next page



From the Director (DIR-B) (continued)

the same page with this mission.

In the coming weeks I will be communicating closely with our Assistant National Commodore for Recreational Boating (ANACO-RB), Dan Maxim, and our Deputy National Commodore for Recreational Boating (DNACO-RB), Hal Marschall, to ascertain their goals and visions for the RBS Outreach Directorate. One of my first goals will be to improve communications at all levels within the B Directorate. Although I have been away from the B Directorate for a year, I am still familiar with several projects in RBS Outreach that need to come to fruition, including the Memorandum of Understanding (MOU) with Bonnier and the implementation of our new US Power Squadrons PV participation. Those areas will be among my top priorities as we proceed forward.

Bob and I may be re-arranging some B Directorate positions to better align our staff to fulfill the RBS goals of our senior leadership. Rest assured, I have great confidence in B's overall staff! Any changes that lie ahead will take place gradually, as Bob and I receive guidance from our senior leadership and align our Directorate with their priorities.

Also, please know that I am proud of the RBS team's efforts and accomplishments and will go to bat for RBS as we try to implement the programs you all work so hard on.

In closing, I welcome any and all of your suggestions, help, guidance, advice and criticisms. All I request is your patience in these opening weeks while I sort out the expectations of our senior leadership for the B Directorate. Together, I am sure we will have continued success in RBS. I greatly value the relationships I have built as DIR-V during the past year. I believe the strong bond between the B & V Directorates will serve us well as we receive clear direction from our senior leaders on several B & V over-lapping projects.

Thank you all very much for your continuing service and dedication to the B Directorate. I look forward to renewing old acquaintances and working with all of you as we move the RBS Outreach Directorate forward. I know I can count on all of you to help build the B Directorate into one of the premier national Directorates. Our USCG Commandant has set Recreational Boating Safety as the Auxiliary's #1 service priority. With our combined talents, I look forward to all of us having a key role in fulfilling our Commandant's mission.

Very Sincerely,

Kelly

Our RBS Partners Make Good ... Well, Good Partners (continued)

The following is an article by a Flotilla member who capitalized on his son's interest in Scouting to build a new partnership in his community.]

By Rob Rice, Flotilla 6-3, Seabrook Tex.

Recently, Flotilla 6-3 participated in the Scout Fair in Houston. The Houston Scout Fair is something of a big operation – attendance usually tops 10,000 visitors. It fills a large exhibit hall building, and spills out into the parking lot. Inside, hundreds of Packs (Cub Scouts), Troops (Boy Scouts), Crews & Ships (Sea Scouts) run activities, while perhaps another hundred Troops out in the parking lot cook food for visitors.

As the “unofficial Scouting liaison officer” for my Flotilla, I organized a CG Auxiliary presence at the Scout Fair. Some lessons learned—which are probably applicable to working with any RBS Partner on a major event – include:

Start early. Work with the local Council to understand the timetable for reserving space. Get your request for booth space in at the beginning of the process. If you are bringing a boat, bring the largest one you can manage. This means that the Council will need to plan for suitable space. Ask to be placed in the same area as any Sea Scout “Ships” [the equivalent of an Auxiliary Flotilla].

Make Friends at the Local Council. Get to know the professional staff at the Council. Make contact with your District Executive or other key staffer. They do the behind the scenes work to make the event happen; they can make things happen for your Flotilla.

Make Contact with the “Gold Side.” Our Flotilla's PA officer started working early with the active duty folks to see if they could bring a Response Boat on a trailer. With the current budget challenge, that didn't work out this year,

Our RBS Partners Make Good ... Well, Good Partners *(continued)*



A Cub Scout shows his enthusiasm on a tour of an Auxiliary Patrol Facility at this year's Annual Scout Fair in Houston Texas. Auxiliarist Rob Rice has become a "Voluntary Auxiliary Liaison" to his son's Cub Scout Pack. Might Rob have inspired a future Auxiliarist here? He certainly made a future safer boater - Auxiliary photo by Rob Rice.



but we will try again next year. When it shows up, the Coast Guard's Response Boat makes a big hit.

Make Alternate Plans. When the Gold Side let us know they could not bring a boat, one of our members brought his boat, an Auxiliary patrol facility. And it was worth the trouble – Scouts lined up 10 to 15 deep for a chance to put on a lifejacket and go aboard the boat for a few minutes. Many of the Scouts had never been on a boat of any kind.

Staff for a Crowd. The Houston Scout Fair is enormous. So we recruited enough Flotilla members to ensure three members at our booth at all times. We knew that the crowds increased as the afternoon wore on, so we planned for more staffing during mid-afternoon.

Flotilla members explained the importance of life-jackets, and helped Scouts on and off the boat. We also talked to Scout leaders about the Auxiliary and promoted safe boating classes. [*Ed. Note: How about offering a basic boating class to a Troop at their weekly meeting?*]

View Your Partner's Fair as a Business Development Opportunity. Our booth was in the Sea Scout area of the fair. This made it easy for us to talk to the Sea Scout leaders during Friday eve-

ning set up and on Saturday morning, before the crowds got too thick. In addition to promoting safe boating classes, we talked to some adults who were interested in safe boating classes, and found some who were interested in Auxiliary membership.

Arrive Prepared. We had flyers printed up showing our schedule for upcoming safe boating courses. In addition, I passed out business cards to anyone interested in either vessel safety exams or safe boating courses.

Talk to Other Organizations. Other organizations also exhibit at your RBS Partner's Fair. Go visit their booths and think about whether there is an opportunity there. One of the exhibitors at our Scout Fair was the Texas State Guard – an unpaid, all volunteer, state military force. They were interested in how the Auxiliary might be able to assist them with training.

Think about Your Uniform of the Day. We found ODUs the right choice for an event like the Scout Fair. It is certainly the right uniform for an event where you wear a PFD and climb on and off a boat all day.



USCG Rear Admiral William D. Baumgartner addressed the National Convention of the USPS

Rear Admiral Baumgartner at US Power Squadrons Convention

Stephen Ellerin, BC-BLU
(Branch Chief- Liaison
to the USPS)

On January 17, 2013, Rear Admiral William D. Baumgartner, Commander of the Seventh Coast Guard District, addressed the Government Affairs & Partners Committee of the United States Power Squadrons at their Annual Meeting, in Jacksonville, Fla.

“While we watch dramatic rescues on the Weather Channel,” Admiral Baumgartner said, “real lifesaving takes place ‘wholesale’ – on our docks and in our classrooms, by educating the maritime community and the recreational boating public.”

The US Coast Guard sets navigation rules, he says, but those regulations don't work if the public boater doesn't know what the regulations are, what equipment s/he needs to comply with them, or how to navigate safely on the water.

“Yet a boater, or prospective boater, can take a safety class from the Auxiliary for less than the cost of gas for the day.

“We also need to get our safety message to scuba divers,” RADM Baumgartner said. Part of that message is that they need to carry the right gear for the surface even more than the right gear for underwater. For example, every diver should carry a Personal Position-

ing Indicating Radio Beacon (EPIRB) radio, which emits a location signal that lets the Coast Guard locate divers who drift away from their boat; it costs less than 200 dollars. They should also use inflatable “sausage tubes” and Dive Float Buoys. “Remember that both the diver and the boat can drift in a strong current,” he says, “which averages 3 to 5 knots in District 7 waters.”

“In District 7,” he warned, “we regularly see more divers in trouble because they are out of condition than for any other reason. We need to remind our Marine Program Visitors to advise dive shops to insist that any diver who has not dived in a while take refresher course.”

While we watch dramatic rescues on the Weather Channel, real lifesaving takes place ‘wholesale’ – on our docks and in our classrooms



Meet Gary Christopher: DVC-BL

Stephen Ellerin, BC-BLU, Public Affairs Specialist

Gary Christopher has been a manuscript curator, museum director, adjunct college professor, medical librarian, and is recently retired from the U.S. Army. He holds a Master of Library Science degree from Villanova University and an M.A. in history from the University of Georgia.

As of last fall, he is also the Auxiliary's Liaison Division Chief for Recreational Boating Safety (RBS). As such, Gary oversees coordination between the Coast Guard Auxiliary and other national organizations that support and promote Recreational Boating Safety.

During his tenure, Gary hopes to improve the processes that govern the Auxiliary's interaction with our RBS partners so we can work with them more effectively. Gary advocates the KISS principle, to make working together as simple as possible. He hopes to encourage the organizations with which we work to take advantage of what the Auxiliary can offer them – including access to the materials on our RBS web site (<http://bdept.cgaux.org/wp/>). “I hope to encourage our part-

ners,” Gary says, “to ask us for literature, to invite us to join with them on information days and open houses. Together, we can work more effectively to educate the boating public, provide safety patrols, and increase public awareness of boating safety issues.”

On the Auxiliary side, Gary says, when our partners open their doors to us, our Flotilla members and Division and District leaders need to jump in and participate.

Gary joined the Auxiliary in 2005 and just completed a stint as the Flotilla Commander for Flotilla 66 in the 5th Northern District. He is currently qualified as a Vessel Safety Examiner and as Boat Crew, and just qualified as a Team Coordination Training (TCT) facilitator.

When “off-duty,” he is employed as an Administrative Coordinator for ARIA Health, a Philadelphia area hospital system, and Regional Director for StatRef, a major biomedical e-reference provider.

Gary resides in Riverside, NJ.



A New Twist on Vessel Safety Checks

Bill Griswold, *President*
United Safe Boating Institute

Why do most vessels fail a Vessel Safety Check (VSC)?

The United Safe Boating Institute (USBI), whose parent organizations include the USCG Auxiliary, the United States Power Squadrons (USPS), Canadian Power Squadrons, American Red Cross, American Canoe Association and US Sailing, has started a project – funded by a Coast Guard grant – to gather this information from you, the vessel examiner, and put it into a database for analysis. USBI is presently collecting this information from Auxiliary and USPS examiners.

How does this work? As the examiner performs VSC exams, s/he fills out an ANSC Form 7012 for each vessel. When the examiner gets home, s/he goes to the computer and dials up <http://www.usbi.org/vsc.php>, which is a one-page input record. With a few point-and-clicks, the examiner describes the boat; whether it is customarily used on river, inland, or coastal waterways; the state in which it is used; and the examiner's organization. With a few more clicks, s/he records the reasons the boat failed and hits the SUBMIT button. Poof, it goes into the data base.

A PowerPoint presentation on the site describes the program, and an EXCEL spreadsheet displays the latest data that has been collected. These tools are available for anyone to view. With them, the USBI will analyze why boats fail, differences between states or regions, size of boats and type of water upon which they are used. The database also distinguishes between Auxiliary and Squadron examiners, and shows just who is catching what.

The program began a year ago with the USPS, entering



A US Power Squadrons Vessel Safety Examiner performs a VSC

VSC failures from all states. By July, the Auxiliary began entering data from six pilot states. Although Hurricane Sandy flooded the web site's host equipment, the site was soon restored.

Currently, the spread sheet has data from about 3500 failed exams. So far, we can make a couple of quick observations –

- Fire extinguishers are the leading reason that most boats fail;
- Larger boats tend to have more discrepancies per exam;
- Auxiliarists seem to catch navigation lights and Visual Distress Signals (VDS) more than Squadron examiners do;
- Squadron folks nail the fire extinguishers more often.

The information we are gathering from this program will serve a variety of needs. First, it will tell us where we need to strengthen our educational efforts. Secondly it will tell us how well boaters are complying with the Coast Guard's carriage requirements.

A long range objective of the program is to install a compatible reporting system into a new version of AUXDATA, which would eliminate the current need for double-entry reporting by Auxiliary examiners.

The USBI welcomes any and all examiners to enroll themselves in this reporting program. Yes, it's an extra step; and no, it doesn't confer any credit; but it does give us a glimpse as to why 25% of all vessel exams fail and will enhance future efforts to better educate the public. Ultimately the key to this program's success is you, the vessel examiner

Comments and questions are welcome—write Bill Griswold at wsgriz@aol.com



Paul Mayer, DVC-VC, checks a fire extinguisher during a Vessel Safety Check (VSC). ([Click here to read an article on Paul in the 2012 issue of the Navigator](#)—see p. 43) — Auxiliary photo

Auxiliarist is NASBLA Runner-Up Boating Safety Educator



Auxiliarist Dave Wall is Georgia's State Boating Educator of the Year.

- Auxiliary photo

Dave learned that public relations was the key to successfully 'selling' an education program

Bruce Lindsey, DVC-BR

The September-October issue of the National Association of State Boating Law Administrators (NASBLA) magazine, *Small Craft Advisory* (SCA), featured Boating Safety Education Auxiliarist Dave Wall as the State Boating Educator of the Year for 2012 in the state of Georgia. His nomination was submitted by the Georgia Department of Natural Resources in recognition of his impact on boating safety education in Atlanta and northeast Georgia.

Dave increased his Flotilla's PE attendance from a only a few attendees to 157 in 2011. Although he was transferred out of District 7 in mid-2012, his initiative continued, with 221 students com-

pleting the *About Boating Safely* course in 2012 and nearly 90 students completing it in the first 2 months of 2013.

The award recommendation recognized that "[Dave] Wall learned early on that public relations were the key element in successfully 'selling' the education program. He ensures ... [that his Flotilla's] Public Affairs Officer is involved by having [him/her] interface with local media and write newspaper articles to promote boating safety and their [Flotilla's] classes. He also ensures that boating businesses and marinas are stocked with educational materials, brochures, and fliers advertising their class dates. Throughout the year their [the Flotilla's] Vessel Examiners conduct vessel examina-

tions to ensure ... compliance with required safety equipment. They also ask each boat owner [whom] they inspect if they have taken a safe boating course[,] and offer a class if needed. Along with this, each [Flotilla] member is given a pocket-size schedule to carry in his or her wallet/purse to have ready in case a question comes up. 'Teamwork' is the concept that he promotes among his Comrades and boating safety/education is what he 'preaches' to the public."

In addition to starting his Flotilla's PE program, Wall also served as Division and District Public Education Officer, and currently serves as Division Chief for the AUX-plusPE program in the National Education Directorate.



PWC on Patrol - John Bennett of Flotilla 070-04-05 on PWC Facility Red Rider patrols the St. Johns River in Central Florida. Auxiliary photo by Rob Westcott, USCGAUX



International Boating Water Safety Summit 2013

Bill Griswold, BC-BLN

The International Boating Water Safety Summit took place in San Antonio, Tex., on March 24-27.

Sequestration kept many Government attendees at home, which left attendance at around 200.

However, the spirit was there, and there was more food at the Reception.

A Color Guard from the Buffalo Soldiers Heritage and Outreach opened the

program, with officers dressed in their historically authentic uniforms.

CAPT. David Rokes, Chief, USCG Office of Auxiliary and Boating Safety (CG-BSX) presented the Coast Guard report. Although the Office of Auxiliary and Boating Safety has a 15% cut in their budget, the Sport Fish Restoration and Boating Trust Fund was re-authorized in 2012, and now runs until Sept.

2014. Although boating Statistics for 2011 showed the highest fatalities in 7 years, injuries dropped. Also, 2012 should show a new low in fatalities.

The Boating Safety Advisory Council (NBSAC) reports that a mandatory boaters' education bill is on its way to Congress, and another effort seeks to mandate an EPIRB for any vessel 3 or more miles off shore. The Boating Accident Report system is

Friday, May 17

is "Wear Your Life Jacket To Work Day"

and

Saturday, May

18 is "READY, SET, WEAR IT Day"

working, and we are emphasizing life jacket wear.

Cecelia Duer, National Water Safety Council (NWSC), reviewed the RBS Strategic Plan, and Chris Stec, American Canoe Association (ACA), reported on standup paddling (SUP). Because SUP's can be used in so many venues, the ACA recommends education about safety devices over legislation, since a device that may be a life saver in

one emergency situation can be a risk in another.

Rachel Johnson, National Safe Boating Council (NSBC), reported on the Safe Boating Campaign. Mailers went out to the national media, and there are some great Public Service Announcements (PSAs) online. She hopes that GEICO will let them use the Gecko in a future PSA. Her work on Twitter and other social media reaches a huge audience.

Friday, May 17, is "Wear Your Life Jacket To Work Day," and Saturday, May 18, is READY, SET, WEAR IT Day. Flotillas can register their RBS events on the NSBC web site. NSBC offers grass roots funding for various programs, and free boating safety resources on BoatingOrders.com. They are soliciting "Saved by the Jacket" stories on line.

Pam Dillon said the National Association of State



Boating Law Administrators (NASBLA) hopes for certification by the National American Standards Institute (ANSI) for its new on-water standards. Last year, 400,000 people took a boating course and, for the first time, online attendance surpassed the classroom.

Fred Messmann introduced the National Safe Boating Council (NSBC)'s Point of Sale Project to train marine dealer personnel how to effectively sell boating safety products. Fred designed a training video with the CG Auxiliary and our RBS partners. They are developing a kit for dealers

with safety items to offer customers with the sale of every new boat. They also hope to persuade dealers to establish a life jacket loaner program, swapping new jackets for old ones and then using old ones for loaners.

Cecelia Duer reminded us that the NWSC has a similar project on their web site, that includes CG carriage requirements.

Breakout sessions included Outreach Communications, Risk Management, Public Water Safety, Law Enforcement, and Resource Sharing.

A demo of the Powerboat Operation National Stan-

dards Validation for new boaters uses a center console open boat at idle speed and teaches maneuvers such as maintaining station, steering a course, backing, and approaching a buoy, and then moves on to on-plane maneuvers such as quick stops, emergency stops, turns and steering.

At an awards luncheon for the National Water Safety Congress, Auxiliarists Kim Elverum, former BLA-MN, and Marty Law, former BLA-OR, were announced as inductees into the National Safe Boating Council's Hall of Fame for their long-time contributions to RBS.

Breaking News: At IBWSS, Auxiliary representatives sealed a deal with the Bonnier Corporation to run banner ads in all of their electronic publications, at least through May, promoting Auxiliary Boating Safety courses. The ads link directly the RBS "find a course via your zip code" page.

Tragedy Brings Tougher Boating Safety Laws

New Georgia Law raises mandatory age for wearing life jackets, lowers Boating Under the Influence level, and mandates boater safety course for those born after 1998

*"We thank those who have made this legislation possible."
- Public Statement for the Prince Family, April 23, 2013*

Bruce Lindsey, DVC-BR

Two high profile boating accidents in 2012 prompted a new boating safety law in the State of Georgia, raising the mandatory age for wearing life jackets to 13, lowering the Boating Under the Influence level to .08, and requiring a boater safety course for anyone born after 1998.

The first accident occurred when a center-console fishing boat leaving a lakeside bar struck a 28' pontoon boat with 13 people onboard, skimming across the pontoon boat from bow to stern and departing the scene under its own power.

This threw five people into the water, leaving one 9-year old dead on the scene and a 13 year-old missing.

After eight days of searching by two county dive teams; Sheriff's ma-



rine patrols; the Georgia Department of Natural Resources (DNR); Army Corps of Engineers; an FBI Dive Team from Quantico, VA; Tow Boat US; and the CG Auxiliary, the missing child was recovered from a tree limb 113' underwater.

The second accident occurred 23 days later and resulted in the death of superstar entertainer Usher's stepson. Usher was not present for the family's day on the water.



It began with the younger children tubing behind a rental pontoon boat while other family members took off on rental jet-skis. All went well until a family member on a jet-ski decided to cut between the pontoon boat and the tube, striking one child with the ski and fatally injuring Usher's stepson.

In honor of those killed, the Georgia State Senate unanimously passed SB 316 and the State House passed it by a large margin. The Bill has been named the "Kyle Glover Boat Education Law" and the "Jake and Griffin Prince BUI Law." Georgia Governor Nathan Deal signed SB 316 into law on April 23, 2013, during a lakeside ceremony at Lake Lanier, Georgia's largest lake, just outside of Atlanta.

Photos *Upper-right:* Facilities from the Georgia DNR, FBI, and USCG Auxiliary search for the missing child; *Middle:* DNR helicopter joins the search; *Bottom right:* Gov. Deal poses with the Glover/Usher family, after he signs the new bill into law, at lower left



USCG Auxiliary in Action



Auxiliary vessel *Antoinette* on patrol at the Festival of Sail assists with safety zone around Coast Guard barque *Eagle* as she docks at San Francisco Piers 30-32. - Auxiliary photo by Linda Vetter, USCGAux.

Arizona Birthday Cup Regatta, Lake Pleasant, AZ - Auxiliary facility *Dream Catcher* pulls a catamaran crew member out of the 55 degree water, while Auxiliary facility *Thor* assists with righting the capsized catamaran. Auxiliary photo by June Esparza, USCGAux



BELOW: Serious Tow: New York, NY -- USCG Auxiliary facility *Long Splice* on escort patrol in upper New York bay, under the command of Capt. Alan Yuen. *Long Splice* was built in 1959 at Hampton Roads Steel, Norfolk, VA; acquired in 2004; Auxiliary operational facility since 2005 – Auxiliary photo by Jay Brandinger, USCGAux



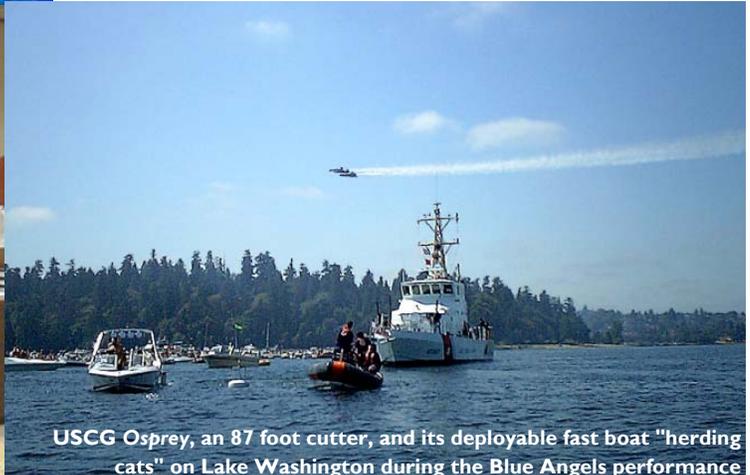
< LEFT: Easton, Maryland – USCG helo 6584's Flight Mechanic prepares to lower her rescue basket during a demonstration at Auxiliary District 5's Aviation Safety Seminar – Auxiliary photo.



Anchor Crew Drill Crewman Bernie Schwartz, working the anchor windlass control radios chain depth markings to coxswain aboard facility A65182, assisted by crewman Arnie Heath & Pepe Estrada, all members of Flodilla 7-4, District 11S, Channel Islands Harbor, Oxnard, CA.



Stephen Ellerin, BC-BLU (Branch Chief-National Staff Liaison to the US Power Squadrons,) addresses USPS District 22 (SW Florida) at their April C.O.W. Auxiliary photo.



USCG *Osprey*, an 87 foot cutter, and its deployable fast boat "herding cats" on Lake Washington during the Blue Angels performance

Back to the Future — SETTING A COURSE FOR THE RBS DIRECTORATES

Our objective is to make the Auxiliary the Coast Guard's key RBS partner

L. Daniel Maxim, Assistant National Commodore for RBS (ANACO-RB)

In this column, I wanted to take this opportunity to share our thoughts on the National Executive Committee (NEXCOM)'s strategic priorities for the Auxiliary Recreational Boating Safety (RBS) efforts. Guided by the Auxiliary Strategic Plan, we have two overarching strategic objectives: (a) Forge a closer alignment with Coast Guard RBS efforts and (b) Re-invigorate our Public Education (PE) program.

The Coast Guard is designated by law as the Program Manager for the Recreational Boating Safety mission. In practical terms this means that the Coast Guard oversees and provides funds to support the efforts of its RBS partners. These RBS partners include the states and various non-governmental organizations (NGOs). Technically, the Coast Guard Auxiliary is one of these many partners. Our objective is to make the Auxiliary the key RBS partner. To do so we must perform at a superior level in our present programs, such as Public Education and Vessel Examination, and be alert for other opportunities to serve in new ways. In coming issues of *WAVES*, I'll tell you more about some of our new opportunities.

We need to re-invigorate our PE program because (a) boating safety training has been shown to be effective in reducing casualties and (b) the number of Auxiliary courses

offered and students taught has decreased in recent years. The consequences of these declines include lower PE revenues and, because most of our new members are recruited from PE classes, potentially compromised recruiting efforts. To arrest and ultimately reverse the declines in PE, we need to return to our core competencies, hence, "back to the future."

But back to the future does not mean that we return to the old ways of doing business. We need to be attuned to changes in the "market" for boating education, including increased competition from both NGOs and commercial firms, demographic trends among boaters (for example, paddlesports as a rapidly growing segment), and shifts in consumer preferences in course delivery systems (online courses account for nearly 50% of recent certification course completions).

So while we may be going back to basics in terms of a reemphasis on our core missions, our future will be different from the past. To be successful in this future, we need to ensure that we have the right courses to satisfy consumer demand, that our instructors are knowledgeable and effective, and that we offer the right mix of delivery systems, including both in class and electronic courses. I'll keep you informed on our programs and progress in coming issues.

Auxiliarist Porter on Port Watch: Auxiliarist Barry Porter maintains a port watch as the privateer *Lynx* maintains a parallel course during the 2013 Gaserilla Pirate Invasion in Tampa Bay, Fla. Barry has been an Auxiliary member since 1958. — Auxiliarist photo by George Papabeis.





The RBS Outreach Directorate

Mission Statement

The RBS Outreach Directorate, under the program guidance of the U.S. Coast Guard Office of Boating Safety and the direction of the Auxiliary Recreational Boating Safety Directorate, provides assistance to Coast Guard units, Auxiliary National Directorate and Auxiliary District organizations in their efforts to promote and support recreational boating safety programs. RBS Outreach provides both informational and fiscal resource services to the Auxiliary membership.

In addition, the RBS Outreach provides liaison with State Boating Law Administrators and other recreational boating safety organizations, i.e., state, federal and the public sector.

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Distribution: All FCs & DCOs with email addresses in AUXDATA, plus NEXCOM, CG-542, CG-5422, and CG-54222 via direct email from Director RBS Outreach Department (DIR-B). Upon receipt, FCs are asked to forward the email or provide hard copies to flotilla members

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Please send story & photo submissions to:
DVC-BR Bruce Lindsey
lindsey2818@bellsouth.net

BELOW: **Checking Out 378's:** Auxiliarist David Talton (IIN-01-07) and Sector San Francisco OSI Ryan Roberts check out a pair of CG 378' high endurance cutters (Jarvis 725 in front, Rush 723 in back) from DI4 who are sharing a dry dock in San Francisco, while on patrol on Auxiliary vessel *Silver Charm*.



National Position Available:

We Need a NEWSLETTER BRANCH CHIEF (BC-BRN)

The Recreational Boating Safety (RBS) Affairs Directorate is seeking a Branch Chief to create and edit the directorate's newsletter, *Watercraft and Vessel Safety (WAVES)* http://bdept.cgaux.org/wp/?page_id=78. The Newsletter Branch Chief also provides assistance to Coast Guard units, Auxiliary national directorates, and Auxiliary district organizations in their efforts to promote and support recreational boating safety programs. Applicant must communicate very well in writing, be proficient in editing copy from a broad range of sources, and be expert in laying out and producing a professional-looking newsletter that reflects positively on the Coast Guard Auxiliary. Experience preferred in commercial or open source desktop publishing software i.e., *Serif Page Plus; Adobe InDesign; FrameMaker; QuarkPress; PagePlus*. Documented project planning and persistence on follow-up are a must. If interested in being considered for this position, please submit your resume as a Word document, along with a sample newsletter that you personally have produced, as email attachments to Bruce Lindsey, DVC-BR, at lindsey2818@bellsouth.net.