



SLO NEWSGRAM

May 2016

Greetings, State Liaison Officer!

The first quarter of 2016 is now behind us, and we are rapidly approaching the busy time of the boating season. Some areas of the country are fortunate to boat year-round. However many parts are just now dipping their boats in the water for the 2016 season. As your State's Liaison Officer, you have been working with your Boating Law Administrator or their staff, and your District Public Education officer and Public Affairs officer on such Spring activities as boat shows, public education classes, and other RBS missions. Remember to partner with other agencies in your area if possible – they are your “force multipliers.” Which agencies can become your actual or potential RBS Partners and the titles of your best contacts at those partner organizations can vary between states and parts of the country, but your DSOs and Branch Chiefs can assist you in identifying them and making contact in your State. The SLO does not work alone, but networks with many other Auxiliarists and external partners. As SLO, your responsibility is to develop and expand the Auxiliary's partnership with your state, as well as with other partners in your state. This is a very important part of the Auxiliary's RBS efforts. The US Power Squadrons (USPS) is a close partner with the Auxiliary. They are located in most States and already may be working with the Boating Law Administrator. They are just one of our established external partners. By teaming up with your USPS counterpart, you can both improve your reach and effectiveness.

If your State has multiple Districts, you will need to include both Districts' Staff Officers in your RBS efforts. What does this mean? If there is a public affairs event held by a local DNR/marina, the SLO should be working with their DSO PA and PE to see how the Auxiliary can assist or add to the event. What response do you get when you ask the Boating Law Administrator or the Coordinator of Department of Fish and Games, “What can we do to help your program to succeed?”

Most of all, keep others in the loop. If you work with the Education Coordinator for your State or the Army Corps of Engineers, you need to report it to your DSO SL and DCO(s) in your monthly or quarterly report. Remember that communication is the key to any program's success. Your quarterly status reports assist your District(s) with state and local assets as real “force multipliers.”

READY – SET – WEAR IT

National Safe Boating Week EVENT

On May 20, the annual READY – SET – WEAR IT event kicks off National Safe Boating Week. What in the world is this? The idea is to get a group of people together, wearing either conventional life jackets or inflatable life jackets, and pull the rip cord on those inflatables. POP, they inflate, and your photographer snaps a picture. Obviously, more people, more fun. It's as

simple as that; but wait, there's more!! Go to the National Safe Boating Council's web page: <http://www.readysetwearit.com/> and learn about the event by clicking on "about". This will give you the background on how the event started and what's it all about. Click on "resources" and you'll get checklists and tips on how to have an event.

By now as SLO, your proclamations should be drafted and in the final stages of getting ready for that "Kodak moment" with your Boating Law Administrator, as members of your Division leadership stand beside you and your Governor or Mayor as they sign your NSW Proclamation. If you have not gotten a Proclamation submitted for your state or local officials to sign, you still have time. You can find a sample proclamation at <http://www.safeboatingcampaign.com/wp-content/uploads/2016/04/2016-NSBW-Proclamation.doc>.

NASBLA AND OTHER PARTNERS

Most of us receive NASBLA information on a regular basis. However if you take a minute to look at their website, you can find an endless stream of information, from Dry Water Operations to each state's boating education requirements, to Life Jacket Wear age requirements. <http://www.nasbla.org> In the past month, they have added information regarding global drowning, new marketing materials, and announced the approval of electronic charts. Whenever you want to know what is happening, click on the NASBLA Lighthouse, and you will find some interesting information.

Along that same line, if you go out to the Coast Guard website, you can select down to your District and keep up to date with activities that have happened or are happening with the Active Duty. You will also find "lessons learned" on most of the Districts' websites. And there is abundant information that you can include in your newsletters and introduce to your public education classes.

The National Safe Boating Council <http://www.safeboatingcouncil.org> is another great resource for State Liaison Officers to gather information while working with the BLAs or their staffs, who are already very familiar with this organization.

These are just a few of our many partners who have information that we can use to help us work with our partners and reach the boating public.

OUTSTANDING SLO ACTIVITIES SETTING THE COURSE

There are so many positive activities that are taking place in the SLO program. Each Area has some outstanding programs being developed and new partnerships being built. Public Affairs booths at boat shows across the nation bring in requests for classes – including our new Paddlecraft classes, our new *Modern Marine Navigation*, our enhanced E Book, *Basic Boat Handling*, and many others.

Our SLOs are also beginning to work more effectively with other staff offices in their units. This shows up thanks to your improved reporting of activities that cross over between staff responsibilities. You are working more with other agencies in your states and are improving your relationships with their staffs.

We are making a difference. Our partner agencies are increasingly requesting Auxiliary services – a great improvement over having to sell our services. We are being included in Water Council meetings, Marina Meetings and many of the like. Kudos extended to each SLO for doing an outstanding job with our partnerships.

AUXBWiki

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

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

Stephen & Pauline

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