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NEWSLETTER OF THE THIRTEEN U. S. COAST GUARD DISTRICT AUXILIARY

DEPARTMENT OF HOMELAND SECURITY
UNITED STATES COAST GUARD AUXILIARY

TELLING THE STORY – WHAT’S THE BIG DEAL?

A recurring theme has emerged during the last year, that of doing a better job of telling the story. Wrapped up in this is a long time goal of the leadership of the D13 Auxiliary to get timely information about the great and wonderful things being done everyday around the District. High profile events like Boat Shows, Rosefest, SeaFair, and Columbia Cup usually have the visibility. What often is overlooked is the individual efforts of members or groups of members for a local PA booth, a surface patrol, or support at their local Coast Guard unit.

We are all busy and, if you are like me, I have to answer the “What’s in it for me” question when setting priorities. At the same time, all our Flotillas struggle with having the resources to do what we would like to do, train as we would like, recruit, promote, and recognize our members. The discovery I’ve made in the last year is that telling the story is a key solution to our problem.

When I joined the Auxiliary, the idea of telling the story was reinforced usually as providing an Award for our members. It was an opportunity to stand up in front of our peers and be recognized. It seemed that the end game was the recognition awards bring. I’ve learned there is a lot more at stake.

As the leader of this District, I’ve sought out where we can build relationships that provide us opportunities to serve and resources to help our efforts. The Coast Guard is obviously one of those relationships that are being strengthened. What has been challenged is the assumption that the Coast Guard leadership knows what we do. RADM Currier and the Active Duty Leadership are very busy people. The largest lesson I’ve learned about telling the story is it is a welcome message, especially when we show how it is providing direct benefit to the Coast Guard and its missions (and yes, RBS is a Coast Guard mission they trust us to do). You might think this is a blinding flash of the obvious but, in reality; it never hurts to tell a good story. It never hurts to give the people you serve ways to show their appreciation.

How can you help? When we reach out for information about things you did, respond. When we put tools in front of you that might ease the task of getting information reported, give us your honest opinion wrapped in some creative problem solving to make it better.

Most of all, never think what you are doing is insignificant in the grand scheme of things. The life you save with delivering a message about life jackets in a parking lot in a small, remote town is just as valuable as one delivered in a major city where we have lots of members and activities. Keep doing the great things you are doing but take a few extra minutes when it is over and ‘tell the story’.



Visit the 13th USCG District Auxiliary Website at: <http://www.D13cgaux.org/>



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Commodore Miller DCO, RADM Currier D13 Commander, and LCDR Billeaudeaux DIRAUX presenting Auxiliarist of the Year award to Steve Demaggio at District meeting of 16 February 2008 in Clackamas, Oregon. USCG Aux Photo



Head table at business meeting of District 13 Conference held 16 February 2008 in Clackamas, Oregon. USCG Aux Photo

Recruiting, Retention and Mission Execution

**THE IMPORTANCE OF TELLING
YOUR AUXILIARY STORY**

Part One

By LCDR Andre Billeaudeau, DIRAUX

This is part one of a two part series exploring the reasons why telling our Auxiliary story is important, looking at trends in telling our story and finally demonstrating how telling our story at the local level will directly impact recruiting, retention and mission execution.

According to Coast Guard statistics the U.S. Coast Guard Auxiliary lost 7,433 of its members or one out of every five volunteers between the years 2003 and 2007! This withering trend is especially disturbing when one considers that, during the same time frame, The Corporation for National and Community Service report significant demographic increases in volunteerism...

“...a greater percentage of Americans adults are volunteering today than at any other time in the past 30 years. These include late teens, Baby Boomers, and those ages 65 and older. In addition, more and more young people are becoming involved in their communities through school based service-learning and volunteering.”

To put this Auxiliary trend into perspective, the Government Accounting Office issued a report to the U.S. Senate Committee on Armed Services^[1] which identified dangerous attrition levels in U. S. Army and Marine Corps reserve components. Specifically U.S. Army Reserve Human Intelligence Collectors and U.S. Marine Corps Reserve Field Artillery Cannoneers [sic] -- both very dangerous specialties -- had unusually high deployment days in Iraq and Afghanistan and, subsequently, experienced Auxiliary-like attrition rates of 21% in 2006. Yes, Auxiliarists have left the service (from 2003 to 2007) at approximately the same rates as DOD service members who had routinely served in hostile and deadly conditions.

This report, and several like it, has sounded the national alarm that our deployed armed forces retention rates represent a clear and present danger to the sustainability of waging a Global War on Terror. Similarly, our own Auxiliary attrition rate (and its corresponding mission degradation) should be one of the most important issues our Auxiliary and active duty membership need to consider. Clearly we can do something about this dangerous drop in membership while simultaneously working towards reaching our customers with interesting and vital information that will ultimately save lives. The good news is, exercising better recruiting and retention communications will also support our customer communications as this collective approach shares theory, applications and delivery methods.

Telling your story to reach both internal and external audiences

Clearly each and every Auxiliarist can and must do their part to tell their Auxiliary story. Nothing can happen at a strategic communications level without tactical input and this is where your input is so necessary. Tell your story to your neighbors, your friends and family but, more importantly, you must use the tools made available to you to reach

the widest audience possible (there will be more on this in part two). As Auxiliarists with a story, you compete in a very crowded “communications” domain where our citizens are already bombarded by messages from commercial advertisers, political pundits or celebrity causes who combine to impact the average citizen at the rate of approximately 3,000 messages a day!^[2]

When we communicate, we have to keep in mind there are two distinct audiences. We need to reach prospective and current Auxiliary or active duty members (internal) as well as our boating public, public safety and other interested or invested constituencies (external). In most cases the science and approach to either our internal or external audiences will be the same – your input into a communications system is like raw material into a factory where wholesalers and retailers (our Auxiliary leadership and the CG PA staffs) will ultimately deliver the “goods” to the right consumer. This effort is not easy but it’s a war of ideas that must be waged aggressively and waged daily.

Our Revolutionary War leaders also had to engage in a war of ideas – bold communications which would compel revolutionaries to keep fighting and dying while enlisting more warriors into the often tenuous ranks of the Continental Army. In 1776 author Thomas Paine published the popular pamphlet Common Sense which advocated American independence and is widely cited as one of the fundamental documents which fomented the fight for independence. Paine did this by reaching the Right Audience with the Right Message at the Right Time – something called the 3 R’s.



The Right Message to the Right Audience at the Right Time

Building off of the concept of the 3 R's, we have to craft and deliver messaging that transcends individual attitudes, cuts through opinions and gets at a person's core beliefs. Psychologists write that a belief is the most basic building block that influences everything we do; it's that which an individual holds a proposition or premise to be true or false. To affect change (outside of a near death experience) or generate "buy in" our information must be delivered in a manner that is accessible, catches the attention of the individual so as to reach and support a good belief (reinforce wearing a life jacket for instance or shifting member interests from boat crewing to COMCEN augmentation, for instance, makes better sense than just retiring) or completely change a dangerous belief (PFDs are only for tourists or I'm frustrated so I will quit!).

Finally, if a message is going to change a person's core beliefs it must be delivered several times; it must be delivered several times; it must be delivered several times! Paine's brochure *Common Sense*, for instance, is reported to have generated upwards of 600,000 copies in 1776 – that's quite a few copies in an age where printing presses and a broad ability to read were both rare amongst a population of only 2.5 million. That's message saturation!

Budgets - the lifeblood of our program

One of the outcomes of *Common Sense's* messaging was the design of our constitution and its democracy based budget system. In our representative system the Coast Guard's ability to bolster, maintain or defend its share of tax-based funding depends to a large extent on how well we tell our story to our citizens and our elected representatives – we must continually convince the American people that our services are vital, important and clearly add value to the daily lives via a well managed and secure maritime domain which, ultimately, translates into a healthy economy.

On a smaller scale, area and district budgets are fluid and funds can shift from program to program to a fair extent based not necessarily on how well a program is doing but by how well that program documents its activities and tells its story. Fallout funds are a good example of this budget phenomenon where positive mission articulation can directly lead to increased funding whereas poorly documented or misunderstood options fall off of the table.

Back in 1790 our own Coast Guard story included showcasing our ability to successfully collect what had been typically lost revenues via unscrupulous seaborne tax evasion. In 2008 our agency's story involves a much more complex plot. As national service providers, we not only face stiffer competition in the public messaging realm from more federal agencies than we did 217 years

ago but are also challenged with defining and advertising our value added nature in often-murky or overlapping post 9/11 missions. (see Admiral Allen's State of the Coast Guard address: <http://www.uscg.mil/comdt/speeches/docs/Allen.State%20of%20the%20Coast%20Guard.pdf>)

To make telling our story even more difficult, consider the fact that we have entered a mass media era insistent on "sound bite" communications. Televised presidential candidate messaging, for instance, dropped from an average delivery of 42.3 seconds in 1968, to 9.8 in 1988 and finally 7.8 seconds in 2000.[3] It's quite difficult to define, organize and deliver easy-to-understand messaging when our sister agencies such as Customs and Border Protection, Border Patrol, Immigration and Customs Enforcement share much of the same compelling mission and story line. Finally, we are operating in a period of federal deficits where agency messaging becomes even more aggressive as competing agencies vie to hold or protect against the prospect of declining funds.

To this end consider the Coast Guard's recent launch of a multi-media and interactive message delivery website <http://uscg.mil/> designed to satisfy an elusive and discerning information consumer. The public information site includes video and image banking and even allows viewers to sign up for RSS (Really Simple Syndication) feeds. Once there, look at the In Our Community section and see how the Community Relations mission is being represented! This new web-based approach to telling our story will take Auxiliary messaging into its modern state and allow us to reach the Right Audience with the Right Message and the Right Time. This can be done by any Auxiliarist! For instance, while I'm writing this sentence I decided to take my cell phone and shoot a very crude video clip of myself working on this article *Telling the Auxiliary Story*. In the time it took to warm a microwave lunch I was able to load my story onto a public server and make it available for viewing: <http://www.youtube.com/watch?v=dgp6Sr-nLUk> Pretty amazing huh? I think so and it's what our audiences are looking for and it's what they expect – Welcome to 2008! (I can also see how many of you actually went to the link and you can leave me immediate feedback there).

End of Part One

In Part two we'll explore specific methods, opportunities and tools available to us which will greatly assist us in recruiting, retention and mission execution.

[1] GAO report number GAO-07-780 'Military Personnel: DOD Lacks Reliable Personnel Tempo Data and Needs Quality Controls to Improve Data Accuracy' July 17, 2007. <http://www.gao.gov/htext/d07780.html>, (accessed 2 Mar, 2008).

[2] Shenk, David. *Data Smog Surviving the Information Glut* ISBN 0-06-018701-8, <http://answers.google.com/answers/threadview?id=56750>, (accessed 2 Mar, 2008).

[3] Jacoby, Susan, *The Week Magazine*, Vol 8, Issue 350, "How Dumb Can We Get" Feb, 2008. p 36-37

MY VIEWS ON LEADERSHIP

Dennis L. Hoppman, VCO

The Auxiliary as a uniformed organization of civilian volunteers, presents unusual leadership and management challenges. (Chapter 1. Section E. Introduction AUXMAN)

Any one that has accepted a leadership role in this organization cannot in any way disagree with that statement.

Some say it's like herding cats, or pushing a wet line, and a hundred or so cute but true ism's to describe the leadership roles of the Auxiliary.

Now that we know the truth of the matter, why do we find it so hard to get a plan together that works? My observation is that this is a personality driven organization, first, and then followed by whatever rules of leadership and management that are needed to function. It isn't right but it is true.

I have had ample opportunity to witness the "good ol' boy clubs" in action and for those who believed that went out of style years ago, they're hiding their heads in the sand.

O.K. I have established a "tone" here, a theme to bring out some ire in a few of our more established members and hopefully to get the attention of newer members that may be headed down the wrong path.

Leaders are not born. Leaders are made. Some leaders have a natural ability to use some skills and do have the capacity and capabilities to take action and head in the right direction, but only after they have had specific training and guidance.

Leaders and management capability rests on the Auxiliarists' consent and on effective leadership skills. (E.1. Leadership)

No group can function effectively without direction and goals. Most successful leaders are individuals who practice good human relation skills. Effective Auxiliary leaders convince Auxiliarists to accept personal responsibility for task and mission accomplishment for which they have volunteered.

Am I headed in the right direction with this? I don't want to miss the mark or the message.

As the Chief Of Staff I have the privilege to lead the appointed DSO's who in turn have the privilege and the awesome task of leading the SO's and on down the line.

This is where the real leadership skills that we need come in handy. This is where the good ol'boys club has to fall by the wayside. Parting the personalities from the leadership role is now of great importance.

I'm asking all of you to consider reading the Auxiliary Manual, Chapter one and taking a long look at how you do business in your Flotilla's and Division's, Is there room for improvement?

Do you see trends setting in the management style that just have no place in a professional environment?

Are there Honor, Respect and Devotion to duty that is so paramount to effectively manage and engage a large group of volunteers?

If you have doubts, then as responsible members who have taken an oath to abide by the Commandants directions, you must act accordingly and swiftly to change things for the good of the unit and the Auxiliary.

It is not my intention to lecture, it is my intention to advise, lead and manage a great organization that has the potential to set the National standard for leadership skills.

I want to thank you all for electing me Vice Commodore of this great district and I assure you, all of you, that I will act with Honor, Respect and Devotion to duty.

Semper Paratus.



REAR COMMODORE REPORTS (RCO)

RCO – EAST JO ANN HALL

This is the start of a new year in the Eastern area. We are working on the growing of our flotillas. New blood is coming to our groups. We are seeing enthusiasm like never before.

Division 10 is planning our EAC this year. They are busy getting themselves organized and sending people to training and meetings. My goal has been to make them feel an important part of the organization. When one is hundreds of miles from the nearest flotilla, it is hard to know that there is someone looking out for you. It takes special dedication to keep on when your membership is low and no one shows up when they said they would. It's easy when you are logging on the numbers and everyone is interested. These folks are bringing in new members and their spirit of enthusiasm is unbelievable.

Division 11 in southern Idaho is more than holding its own. They continue to patrol and teach and bring in new members. They, too, are a long way from everything. This has not stopped their enthusiasm. Their new Division Captain, Tony Schiro, is working diligently on the AMLOC course being held the end of February in Boise. It is important to remember that our Commodore has made this happen by finding funds. It is also important to note the time frame in which this is occurring, right into the new year when new people are taking office and can use this information.

Division 8, which is close to most everything is proceeding at full force, right now their main focus is Safe boating classes. They have just finished the big Spokane Boat show and have a lot of interest in the organization. This being the perfect time to seek new members when the new boating law has just gone into effect. I think people are finally realizing that Washington means business. We know we have got to work harder to keep our "on the water" folks safer. The boating season will soon be upon us and many of the last year's missions will be in full swing again, only better because we now know the way to get things done and it's so much easier with many flotillas participating. Division 8 will be chartering a new Flotilla 88 in the Lewiston area come Spring.

I just returned from the District meeting and what a great time was had by all. There was very focused training, and much fellowship, such an important cornerstone. We were introduced to our new Admiral Currier, who is very much aware of the part the Auxiliary plays in the whole scheme of Team Coast Guard.

Our own eastern area member Dennis Hoppman was elected to Vice Commodore and we congratulate him.

Take the time to get to know us and look at what we do, here in the inland waterways. Plan to join us at EAC July 19th in the beautiful Montana area.

Very Respectfully, JO Ann Hall, RCO-E



RCO – NORTH PETER RAISWELL

We are going through a major period of change in the Auxiliary as the active duty Coast Guard reorganizes itself around the concepts of Sectors. We have to look, and are looking, at what that means for us as an organization and as individual members of the organization. Then there is ADM Allen's statement on the Auxiliary which outlines three prioritized missions for the Auxiliary: Recreational Boating Safety and Operational and Administrative Support to the active duty. That statement opens up all sorts of change opportunities for us as an organization. Our national leadership is considering what we need to do to be responsive to that mandate and what it means for us as individuals on a daily basis.

Change can be disconcerting to all of us as we struggle with uncertainties and the potential rearrangement of our



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Auxiliary lives in some areas. It's how we react to the changes as they occur that determines how we feel about our individual service. If our view is "but we've never done it this way before, and I don't see why we can't carry on in the same old way" then we may find ourselves struggling. If our view is "change is inevitable and good and we are glad to embrace these changes as they offer each of us new and exciting opportunities and challenges" then each of us can gain renewal, increased satisfaction and commitment from our service.

We have had several changes in the Northern Area this year. I'm new as your RCO, and each of the four Division Captains are new to their jobs for 2008. Steve Albert is DCP for Division 1, Doug Julien is DCP for Division 2, Fred Wolf is DCP for Division 3 and Steve DeMaggio is DCP for Division 4. Our two AUX-C's, MaryAnn Chapman for Sector Seattle and Sandy Pinckert for Group Port Angeles both report to the RCO-N for 2008. These folks, together with the division Vice Captains and me, form the Northern Area Leaders Group.

We have, as a leadership group, some learning and adjustments to make as we focus on our tasks in hand. Change is happening, but I am happy to tell you that we, as a group, are dealing with it and moving forward together with a common purpose and a common direction. I am delighted to be part of such a group of strong and gifted leaders as we formulate and execute plans to support our missions for the benefit of our members, the boating public and the active duty Coast Guard.

Sometimes anxiety or doubt rears its head when I'm looking at choices, changes and goals for our Northern Area, and then I try and focus on three things. Firstly, I go back to why I joined the Auxiliary to begin with, why I've stayed and the good things I've experienced since I joined. Then I filter my plans, hopes and fears through the Coast Guard core values of Honor, Respect and Devotion to Duty. Finally I ask myself if what we are thinking about is good for our missions and our members. That often clears my mind and helps me refocus. Then change doesn't seem so hard and the way forward is clearer.

As you might gather I'm proud to be part of the Northern Area, and I'm proud of what each individual member does to support all of our various missions. There is a rich choice of activities within the Auxiliary for your enjoyment and fulfillment. We have a wonderful group of Auxiliarists up here in the northern part of District 13. My thanks to each and every one of you.,

Semper Paratus

Peter Raiswell

RCO – SOUTH DEAN WIMER

Why did you join the USCG Auxiliary? To help the United States Coast Guard? Just how did you expect that you would help them? Did you plan to do all your work at the stations or did you think of how you could help a local flotilla help the Coast Guard in numerous ways. Were you clear as to how you were going to help?

Each Auxiliarist joined for a different reason. Some of you located near a Coast Guard Station did imagine working directly with them. Still others joined because they wanted to support the Coast Guard more indirectly. For example, teaching boating safety classes, passing information at boat shows, giving Vessel Safety Checks to help boaters operate safely, placing materials in public places so that safety information is always available or helping people protect our environment. You joined for the fellowship of working with others who have similar interests helping the citizens of this country.

Your civilian career experience gave you skills that would be useful to the Coast Guard and the Auxiliary. You felt that you could contribute to the betterment and success of the Auxiliary and Coast Guard by lending your special skills! These and many other reasons motivated you to make a commitment to the USCG Auxiliary.

As many of you know, the USCG Auxiliary has changed in many ways since 2001. Some would say that the change has been good and others complain that the "old Auxiliary" was better. Well, are you older now that you were five years ago? Is the world different than it was five years ago? Could you or anyone else have stopped that change? NO! Change is like clocks and calendars. We can not stop change, we



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DISTRICT STAFF OFFICER REPORTS (DSO)



can only attempt to manage and adjust to it. We have to accept that change is a constant in all our lives. We need to embrace it and make it work for our organization!

When you took your oath of office, you pledged yourself to support the United States Coast Guard Auxiliary, and its purposes, and to abide by the governing policies, established by the Commandant, of the United States Coast Guard. In essence, you made a promise that others expect you to honor.

How do you do that? Participate in your flotilla activities, lend a hand with flotilla projects, mentor new members, become a leader in your flotilla, division and district! Your ideas and expertise is valuable to all members as well as the Coast Guard. You have all heard of the four cornerstones of the Auxiliary. Operations, Vessel Examination, Instruction and Fellowship. Become active in at least two of these areas! The last cornerstone, "Fellowship" need not be a stand alone. It occurs every time you work with someone to accomplish a task! It is being with others of the same motivation and goal. It is the glue that binds each of you to the organization and to your extended family – the Auxiliary membership.

As the new RCO for the Southern Area, I would like to extend each Division Captain a helping hand. I am here to help you accomplish your mission! We have great Division leaders in the Southern Area and I am excited to be able to support you! Each Division in the Southern area has outstanding members, outstanding goals, outstanding leadership. It is certain that we will see some great successes in the region during 2008. Remember; let's involve every member in some small way. Show everyone your Honor, Respect and Devotion to Duty!

DSO-Aids to Navigation: **Joe Baney**



Two years ago I required all PATON Verification and Bridge Inspection assignments to be completed by the end of August. This was a significant progress over previous procedures and timelines and has been very much appreciated by the gold side of the USCG. I want to thank everyone involved in the past for your support and assistance I have had especially from all SO-AN and FSO-AN staff officers and AV members. You stepped up to the plate and delivered! Being confident to improve and streamline our procedures even further, I look forward working with you this year again!

One of my other duties as DSO-AN-13 is to encourage all members involved in operations to get involved in "Chart-Updating". The previous "Adopt-A-Chart" Program has been cancelled. Now any member in operations can submit changes to NOAA. Charts are legal documents in a court of law and it is absolutely essential that they reflect the latest true information to assist the mariner in navigating his vessel safely to its destination without collisions, groundings or other mishaps.

To maintain the efficiency and effectiveness of the navigation information provided on nautical charts and other related publications, the publication agencies constantly need new data about any observed non-standard condition. As most members in the USCG Auxiliary have lived for many years in the same area or location and are quite familiar with their AOR, it is only logic that we are the best resource for this. Therefore we should report all changes, deletions, additions and discrepancies of information published on nautical charts or in nautical publications.

As everyone is aware, there are different types of chart projections. Here in the Pacific Northwest we basically deal with Mercator projections that are most commonly used for ocean and coastal navigation. When using a Mercator projection chart for measuring distance, one minute of latitude is equal to one nautical mile. This means that the Latitude Scale can be used to measure distance on the chart. Auxiliary members should use large-scale charts when conducting Aid to Navigation and Chart-



Flotilla 48 (North Kitsap County, Washington) assists Suquamish Tribal Marine Police secure and tow two 30 foot pilings that had become dead heads in the channel on the NW side of Bainbridge Island. Pictured is Auxiliary crew member Jim Beyea and Officer Mark Brennan. Photo by Tom Jenks, USCGAUX.





DSO REPORTS CONTINUED FROM PAGE 9

Updating activities. The general information block on a chart gives chart title, description of the area covered, type of projection, scale, unit of depth measurement, the horizontal datum and the vertical datum plane for each sounding. Nautical charts can give measurements in feet, meter or fathoms.

Today most charts reflect the North American Datum of 1983 (NAD83) or the World Geodetic System of 1984 (WGS84) datum. Your GPS set must be set to the horizontal datum referenced on the NOAA chart that you are using when gathering any data in support for Chart-Updating.

NOAA's charts employ color to emphasize various features and to facilitate chart reading and interpretation.

NOAA uses various shades of five colors on their regular charts.

1. Land areas are shown in buff or yellowish color.
2. Water masses are shown in white,
3. Shallow water areas are shown in blue.
4. Submerged areas, which uncover at some stage of the tide, are shown in green.
5. Magenta is used for many purposes of charts and shows well under red light for preservation of night vision. Lighted buoys of any color have a magenta disc over the position circle to assist in the identification at night.

Buoys and other aids are appropriately colored red, green or yellow. Black is also used for most symbols and printed information.

I encourage everyone in the operations department to familiarize themselves with their local charts and especially print out Chart No.1. It covers Nautical Chart Symbols, Abbreviations and Terms, is a reference publication depicting basic chart elements and contains a description of the symbols, abbreviations and terms that appear on nautical chart produced by the National Geospatial-Intelligence Agency, the National Oceanic and Atmospheric Administration and the International Hydrographic Organization. It is a valuable aid for new chart users and a useful tool for all mariners. The digital version Chart No. 1 can be found at <http://pollux.nss.nima.mil/pubs>

Chart-Updating patrols should be well planned and be conducted by several team members aboard a facility. This is very educational, can be a lot of fun and is extremely rewarding. New information is collected and then correctly documented and submitted through proper channels. NOAA's reward program will reward members

for their efforts and new charts will be sent out.

I plan on conducting Chart-Updating classes in the District to train members in how to conduct Chart-Updating patrols either on the water or by land. This will familiarize everyone how to submit new data to NOAA in the most efficient way. To avoid changes recommended by Auxiliary members and possibly be rejected by NOAA, because of insufficient or erroneous documentation, all submittals need to be routed through me for review.

Next time I will describe "Change Analysis" requested by NOAA.

DSO-Information Systems: Peter Kirschner
ADSO-IS Garrison L. Bromwell

Revised ANSC-7030 and Instructions

Since the last NACON meeting the existing mission categories were extensively reviewed. Users often would be challenged on which mission to report when the descriptions are so very similar. This was especially true in surface operation missions involving a vessel facility. Questions of "what is so different charging time as a 01A, Safety Patrol and 70B, Safety and Security Patrols. When you read the new ANSC-7030 (01-08) instructions you will agree that the title and description changes has made it easier and clearer on how to report. As before, ask someone who knows, preferably your FSO-IS or SO-IS.

The bottom of form ANSC7030 states that *previous editions may be used*. With the many changes, additions and deletions to the mission categories I recommend that the new forms be used. This would be a good topic for a Flotilla or Division Meeting

POMS and ANSC-7030 Form

On 10 February 2008 when last I checked the new mission categories have not been added and the obsolete ones have not as yet been deleted. By the time you read this update should have been completed.

AUXDATA Passwords

A new type of user will be created which would allow the DSO-IS to create Flotilla, Division and District level "read only" accounts and to reset passwords on these accounts. Creating Flotilla and Division level accounts. District level. DIRAUX accounts and all National accounts would remain with those who have that access now.

Auxiliary members on Coast Guard Vessels and Aircraft.

Members in training charge to mission 26 with trainee selected. Members with training completed charge to mission 26 with Non-Lead checked.



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DSO-Marine Safety: By Harry S. Ota

Good News! **Sea Partners** is funded by the Coast Guard this year at the Fiscal Year 2007 level. Subject to the approval process, Sea Partners is in the Coast Guard Budget to the Congress in Fiscal Year 2010.



That is all great news, because our District Commodore Bruce Miller assigned Sea Partners as one of the two most important Marine Safety priorities for District 13. Sea Partners is the Coast Guard's environmental education and outreach to the boating community as mandated by Congress. It was in recognition that enforcement alone will not meet the environmental challenge, and that it must be accompanied by education. Because the Auxiliary is interwoven in the boating communities throughout the country, and that the Active Duty is stretched to its maximum, the Auxiliary is asked to take up the very important mission of educating the public. It's a mission ideally suited to the Auxiliary.

Our goal this year is for every Flotilla to conduct at least one Sea Partners event. Such event could be: hosting a Sea Partners booth at a local boat show or at sea fairs, entering in a parade, augmenting environmental education in schools, participating in beach clean up, or a host of other activities. There will be several Sea Partners Train-the-Trainer sessions in your areas soon. If there are fifteen or more subscribers, I'll come anywhere in the District. For more information about Sea Partners, please see

<http://www.uscg.mil/hq/g-m/nmc/seapart.htm>

The second most important Marine Safety priority assigned by the Commodore is **Trident**. It is all about augmenting the Active Duty Coast Guard, working side-by-side with them, with high standards in qualifications and in training. More than ever before, Coast Guard is stretched to its maximum. That means there are opportunities for the interested and dedicated Auxiliary members to get trained and augment the Coast Guard, directly. For a lot more about attractive Trident Device and Training Ribbon, please see

<http://www.auxmdept.org/Trident%20Program%20Info.htm>

At present, there are FIVE Auxiliary members authorized



to wear the Trident Device in the entire District 13. To earn the Device, Auxiliary members must achieve at least four (4) Personal Qualification Standards (PQS). At present, there are FORTY FOUR (44) PQS' in the entire District. It's no wonder that our Commodore has assigned such a high priority to Trident.

Here is another good news item: In the website, it says that the Trident Training Ribbon is approved but not available. It is now AVAILABLE. It was premiered at the District Convention in Clackamas. Someone in District 13 is going to the first to be awarded the Trident Training Ribbon. To be awarded the Ribbon, a member must meet FOUR criteria: 1.) Complete the Initial Introductory Marine Safety (IIMS) proctored exam; 2.) Complete the Good Mate exam; 3.) ICS tests completed; and 4.) Complete the Introduction to Marine Safety and Environmental Protection (IMSEP) exam. At present there are 65 plus members with three out of the four requirements. Only ten members have completed the IIMS exam in the entire District.



We have some ways to go to meet the Trident augmentation goals and priority assigned by our Commodore. If you have questions about the Trident program, ask your FSO-MS, who will ask your SO-MS and then to DSO-MS (harryota@windermere.com).

Let's have a great year!

DSO-Public Affairs: By Cecil John Umbarger



PUBLICATIONS & PUBLIC AFFAIRS CONTESTS

All Auxiliarists are invited to submit their publications, public affairs projects, and photos from 1 January 2007 to 1 May 2008 in the 2008 Coast Guard Auxiliary Public Affairs Contests. Next year's contest will be for activities from 1 May 2008 to 30 April 2009.

Publication (PB) Contest entrants will be made electronically. Entrants are to Email the URL or a .pdf of their publication to the PB contest coordinator who, in turn, will advise other judges of the URL/.pdf. Entries consist of a full year's worth of a publication. If unable to send publication URL's or .pdf's, paper submittals will be accepted. Entrants must submit five (5) sets of publications to the address specified by the Contest coordinator. Contestants must be winners of their respective District





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contests. District or Division units must submit a minimum of three (3) publications. Flotillas must submit a minimum of four (4) publications. Entries should be submitted to Manny Romero, BC-ANT, manny.romero@nau.edu

Public Affairs Contest (PA) entrants will E-mail a synopsis of their project, activity, etc. to the PA Contest coordinator. Backup, paper copies may be submitted at the entrant's discretion. Five copies need to be sent to the PA contest coordinator. The coordinator will provide the appropriate mailing address on receipt of the entrant's Email notification. These will be presented for the best district, division and flotilla projects. There are four basic categories:

- A. Use of imagination and creativity.
- B. Promoting the Auxiliary programs and Auxiliary image.
- C. Clarity of writing and ease of replication.
- D. Attracting the attention of the media and the boating public. Entries should be E-mailed to Linda Shogren at: articlunasea@yahoo.com

Photo Contest entries must be in digital .jpg format. Only red eye removal, lighting enhancements, and cropping are permitted. Photos may be color or black and white. Seven categories are judged: Public Affairs, Fellowship, Marine Safety, Member Services, Operations, Public Education, and Vessel Safety Checks. Digital Photos must be a minimum of 3 megapixels. Entries should be E-mailed to the Photo Contest Coordinator, Joe Cirone at: jpcirone@warwick.net All entries must be submitted by 1 May 2008. Judging reports are due to DC-A/DC-Ad not later than 30 May 2008. First place winners of each contest will be announced at NACON 2008 in Orlando.-Tom Nunes, Deputy Chief, Public Affairs Department, U.S. Coast Guard Auxiliary

DSO-Public Education: By Keith Harding

Greetings fellow Auxiliarists,

First, I want thank all members that were involved in Public Education in 2007. Your efforts resulted in a 30% increase in the number of graduates from our NASBLA approved classes (BS&S, ABC and State).



There is a mandatory instructors workshop for 2008. It is due to be taken by June 30, 2008. Be sure that you arrange

to view the workshop and make sure that your attendance is recorded in AuxData.

Update of Public Education Courses:

America's Boating Course/ About Boating Safely: (NASBLA Approved)

There has been a name change for ABC. It is now "About Boating Safely"(ABS). The information and topics covered are the same as before. You can mix the two books in a class to use up your current supply of ABC. The PPT presentation remains the same. ABS has no student CD.

Boating Skills and Seamanship (BS&S): (NASBLA Approved)

The new edition 13 has been available since summer of 2007. There is also a new PPT available for down load from the "elib" of the "E" Department. The edition13 has a new look in full color and is published by the Marine Division of McGraw-Hill. There is no student study guide. Those questions and exercises will be at the end of the chapters and the answers are in the back of the text book. The core is still chapters 1-8.

Sailing Skills and Seamanship (SS&S): (NASBLA Approved)

The new SS&S is not available yet. It is very similar to the BS&S with separate chapters on sailing. Topics are slanted to the needs of sailors. This course will be available soon.

Testing:

All NASBLA approved courses have a 50 question test plus the 10 questions covering the state specific laws. Passing requires 80% correct.

For BS&S the 50 questions are for the "core" chapters 1-8. There are separate tests for the other chapters. Oregon and Washington have new State specific law tests.

Navigation Series:

Introduction to Piloting:

Chapter 9 from BS&S, bound as a separate book. This can be offered to people that have taken ABC/ABS and want information on reading charts, tides, latitude and longitude and basic plotting.

How to Read a Nautical Chart:

Available now. This book tells you more than you ever wanted to know about charts. The second half of the book is Chart One.



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The Weekend Navigator:

This course is replacing ACN/BCN for the public. You will still get instruction in navigation using paper charts and plotting using the traditional instruments. There is a much greater emphasis on electronic navigation than ACN/BCN. Part 1 is the chapters 1-7. Part 2 covers the remaining chapters. This course should be available after N-Train. There will be student exercises and study questions similar to ACN/BCN.

GPS For Mariners:

This class has been available for several years and some flotillas are having great success with it. Some instructor training is required so that they can help the students in class with the GPS units. One flotilla has bought some hand held GPS units for the class.

Radar for Mariners:

This class will probably have limited appeal but the DSO-PEs felt it was a logical top class for our series. (not available yet)

Other New Developments:

IDC: A new IT course called “Instructor Development Course” (IDC) has replaced the “IT” course and can be downloaded from the “eLibrary” on the Education Department National web site. I have sent copies to all of the SO-PEs. All flotillas should print out the IDC and have it available for member use. This course is very different and has a “task” check-off and “Performance Qualification System” (PQS). Current Instructors are to act as mentors for the trainees. It is very important that the current instructors that are going to act as mentors review and understand the new material.

AuxPlusPE is a management tool for the flotillas and is available to be downloaded from the National E library. It does class lists, prints certificates and wallet cards, sample letters for contacting students and has a National data base will store class information about the students that have taken our classes.

PE Hotline: The public can now call and get information on who to call about taking a class that is nearby. **1-877-875-6296 Toll Free**

Change your thinking and say “life jacket” instead of “PFD”:

“elibrary” web address: www.auxed.org/elib/

Let’s have another great year in Public Education. Thank you for all that you do in recreational boating safety.

DSO-Publications: By Patrick Wills

The following article from Mel Borofsky (slightly revised for local focus) is worth sharing with you.



DCP, FC, SO-PBs, FSO-PBs;

To my friends and PB colleagues who have been tried and true to our “cause” as PB Staff for many years, hello again. To those of you, who are new to the job, welcome aboard. To stand on a soap box would be truly “preaching to the crowd;” you publications officers have already dedicated yourselves to the publishing business for many years and know of its value to your unit (and units)..

The value and training of the PB volunteer, at every level, has never been needed more than it is today. The loss of membership (for whatever reason) has been great, more so for some units than others. Our publications and the information they provide and promote are vital tools in the area or retention. If properly used, they are also great tools for recruiting purposes. We can not afford to lose another member, no matter how inactive that member is to their unit, because of a lack of information about the activities and events of their unit.

We are no longer entering the technology age.... It is here and now. More and more, our publications are being delivered electronically. The number of e-Auxiliarists is growing by leaps and bounds. We have to provide the methods to our parallel staffs on how to properly do this. This not only includes the technical methods, but also, stressing the basic publication content. Although the method of delivery may be changing, the content requirements have not. A major factor in the use of electronic distribution is the reduction in dollars and cents to publish and distribute. Gone are the paper, printing ink and postage costs that a lot of units can no longer (if ever) afford. Gone also, with the costs, is a major excuse for not having a publication.

I just finished completing the latest revision to the Publication Manual; it now includes references to electronic distribution and an overview of methods.

I know that many of our “grass roots” units, flotilla level and some divisions do not have a publication. I am charging each DCP and FC to make every effort to have a Publications Staff Officer and issue publication/newsletters. RECRUIT and RETAIN are the top values.

Mel Borofsky, PRCO, Chief, Publications Branch, National Department of Public Affairs, USCG Auxiliary



WITH AN EYE ON SALEM

LeOra M. Johnson, SLO-OR



KEEP CURRENT ON “CURRENTS” ...

“Currents” of rules and regulations flow through our boating community, and we need to maintain vigilance on what is new and changing. News releases are distributed by the Oregon State Marine Board electronically to keep everyone up to date on matters affecting boaters. The national Auxiliary departments send out alerts and advice for marine safety. It is important to read these and discuss them with fellow members and other boaters. A case in point is the E10 (10% ethanol) fuel additive in gasoline that the state has mandated for fuel distributors in Oregon. This will affect boaters, so be certain to read the article on the OSMB website <http://www.boatoregon.com/OSMB/news/E10.shtml> that addresses the impact and cautions for boaters.

The State Marine Board also requested public comment on rulemaking to establish a Statewide Boating Safety/Education Assistance Program. The funds would be used for creative and innovative local projects that promote safe boating. Volunteer boating groups (such as the US Coast Guard Auxiliary or US Power Squadrons), non-profit clubs and associations are among the groups that would be eligible to apply for funding. The Marine Board would like comments prior to March 14, 2008. For further information, contact the OSMB at P.O. Box 14145, Salem, OR 97309 or phone (503) 378-2617.

If you don't receive some of these messages in your e-mail, contact the OSMB to have them add you to their list. Also, these are items that would be good to share at a flotilla meeting. So, be on the lookout and keep current!

THEY'RE COMING!!

“Ghoulies and ghosties and long-legged beasties....and things that go bump in the night...” What are coming our way? They are a pervasive invasive species of mussels.

Imported in ballast water in ships from overseas entering the Great Lakes in 1986, the zebra mussel and quagga mussel have inundated the Great Lakes and rivers emanating from them, clogging power plants and public water intakes. Great efforts were made to contain them—at least east of the 100th Meridian.

However, a hatchery at Lake Mead imported some fish from the Great Lakes area, and Lake Mead became infested. There was hope to keep the mussels contained there: high-pressure washing stations were installed (140 degree F water); park employees cautioned all boaters to wash and inspect their boats and trailers; marine deputies inspected boats; information was published and distributed.

However, when the water level dropped, the hatchery dumped their fish into some rivers flowing north—which run into the Snake River, which runs into the Columbia. However, the primary way that zebra mussels have spread has been on boats trailered by the public or by commercial haulers; they attach to boats and aquatic plants carried by boats. They also commonly attach to bait buckets and other aquatic recreational equipment.

The mussels attach themselves to any flat surface and can survive out of the water for 27 days. They reproduce twelve months out of the year, and one pair can create billions in a very short period of time. The young (microscopic larvae called veligers) look like tiny white dots—similar to corrosion; however, they grow into a mussel up to two inches in length that has a razor-sharp shell.

Why should you care? The veligers flow into outdrives, and as they grow, clog cooling systems, cluster on anchors, foul hulls, and jam centerboard wells under sailboats; they get into the hollow tubing on trailers; they attach themselves to houseboats, etc.

And what if you're not a boater? Just ask the folks in the Great Lakes area, where they have had to expend **billions** of



Top: zebra mussel, Bottom: quagga mussel

EYE ON SALEM CONTINUED ON PAGE 15



FROM THE HILL

Bonita M Harding, SLO-WA

NEW WASHINGTON'S STATE TEST

A new NASBLA State Test for Washington specific State Laws is now available. There are 10 new questions that replaces the questions that our Washington's instructors have been using for years.

The new test is keyed to the template for answers included with the ABS (ABC) tests.

Destroy the old test after you receive the new ones. SLO-WA will be distributing the tests.

Any questions or concerns contact Bonnie Harding, SLO-WA

.....
EYE ON SALEM CONTINUED FROM PAGE 14

dollars to clean out their public water intakes in cities and on power plants—dams are set up with alternate outlets so they can shut one set down while they clean the other out. Do you think that might affect your power bill?

Also, these mussels strain the water of plankton; thus, the local fish die for lack of feed. How will this affect fishing? For more information, log onto www.100thMeridian.org or contact Randy Henry at the Oregon State Marine Board (503-378-8587); you can also order brochures such as "Zap the Zebra" and the OSMB also has a CD addressing the issue.

MTs: This can be a good in-flotilla topic to train your flotilla members.

VEs: Learn how to recognize the mussels as well as aquatic nuisance plants on boats and trailers; educate boaters.

PVs: Obtain brochures on exotic nuisance species for distribution to your partners.

PE: Address this topic in each boating safety class.

PA: Distribute PSAs to educate the public.

Alert everyone that they can report any sightings by calling the National Hotline 1-877-786-7267 (1-877-STOP-ANS) or the Bonneville Power Administration's Crime Witness Hotline 1-800-437-2744.

So, SPREAD THE WORD, not the zebra mussel!



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DSO-Program Visitor:
By Hoyt H. Hatfield

THE SAFE BOATING BROCHURE PROJECTS

The following article is about the three brochure projects for printing in "Connections". That's a monthly magazine published by the Washington State Parks and Recreation Commission. It is distributed throughout Washington to state park staff, the Office of Boating Law Administrators, Commission board members, and other interested parties. It also is sent to other state park agencies nationally.



U.S. Coast Guard education program a success



The U.S. Coast Guard Auxiliary has been working with State Parks since 2004 to increase the "take rate" of boater education material at state parks. The first two trials of the concept were conducted at saltwater state parks in 2004 and 2006. The third and final trial of this new approach was tested at 19 freshwater state parks with launch ramps in Eastern Washington in the summer of 2007.

"Since eight of 10 boating deaths in America occur on freshwater, the third test was to determine the



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effectiveness of placing safe boating brochures at freshwater state parks with launch ramps,” said Don Berg, U.S. Coast Guard Auxiliary, Flotilla 19.

Berg worked with Eric Watilo, Northwest Region program and services manager, to develop the first test in 2004 to place brochures “where boaters boat” at marine parks in the San Juan Islands and Deception Pass State Park. “Frankly, we were amazed at the take-rate for the first two tests,” said Berg. Working with Gary Long, Eastern Region assistant manager, a dozen titles were selected to be made available at freshwater state parks for the third test.

All three pilot projects were conducted to test a basic thesis. Since the beginning of the Coast Guard Auxiliary’s recreational boating safety program in 1976, the primary method for distributing safe boating literature has been by placing brochure displays within marine-related shore side businesses: marinas, boat dealers, chandleries, marine repair shops, etc. However, in the first year of servicing such sites, the “take rate” was disappointing. Then the idea was developed to place safe boating educational brochures where boaters actually boat, not just where they shop.

This new approach to placing safe boating brochures where boaters boat resulted in boaters taking brochures up to 10 times more than from shore side displays.



These are the gentlemen who are “TOPS IN THE NATION” with Program Visitor Calls for 2007. Keith E. Haynes Sr. Div. 4- Flotilla 42- # 857 Calls in one year (2007) number #3 Vincent W. Debenedette Div. 4- Flotilla 42 #1263 number #1 one in the Nation for 2007.

DSO-Vessel Examination: By Ellen N. Karan

What a year 2007 was for growth in the District 13 Vessel Examiner Program. The District 13 Vessel Examiner Team increased by 51 members in 2007, resulting in the most, 7005, Vessel Safety Checks, that District 13 has ever performed. Thank you to all who have worked so hard to make our District 13 Vessel Examinations Program shine. 30 Vessel Examiners in District 13 have qualified for the new Recreational Boating Safety Device



“Election for 2008 and Meritorious Service award” . This is Keith E. Haynes Sr. Div. 4 Flotilla 42. Number #3 in the Nation for Program Visitor. Keith is the one with his hands crossed.

USCG “CITIZEN’S ACTION NETWORK”

The USCG “Citizen’s Action Network” has come a long way since it’s inception in the late 1990’s by the program innovator, Lt. Commander Andre Billeaudeau.

In September 2000, I was first introduced to both the Auxiliary and the USCG Group Seattle “Eyes on the Sound” program by Mike Dickover, USCG Auxiliary Flotilla 38, and OIC of the Anderson Island Detachment. My wife and I joined the “Eyes on the Sound” program, and I joined the Auxiliary.

In 2001, I volunteered at Group Seattle a few evenings a week and was introduced to Lt. Commander Andre Billeaudeau.

While volunteering one evening I asked Lt. Commander Billeaudeau if I could assist with the development of the “Eyes on the Sound” program, and he agreed.

I told Lt. Commander Billeaudeau we needed to get the word out on the program to the public and I asked the Lt. Commander if he would write an article, and he told me to write an article.

Starting a program at the USCG Group level in 1999 / 2000 without an allocated budget was a big challenge that we had to overcome if the program was to receive support from the public, the Citizen’s living on our shorelines.

Since the USCG 13th District Group Seattle Website contained one page with a picture of a USCG vessel, and a telephone number for the “Eyes on The Sound” program, and at the time had no real structure, and no-one was assigned to manage the program full time, we decided the



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DISTRICT 13 AUXILIARISTS QUALIFY FOR RBS DEVICE AWARDS



Thirty District 13 Auxiliary members qualified for RBS Device Awards in 2007, the first year the RBS Device has been awarded. This award was created to recognize performance over two consecutive years in six areas related to Recreational Boating Safety: Public Education, Public Affairs, Vessel Safety Checks, RBS Program Visitation, and Legislative and State Outreach. Information about this

award is available on the Department of Boating website.

District members earning the RBS Device Award are: John Milczewski, Hoyt Hatfield, John Bureson, Bonnie Harding, Keith Harding, Paul Bellona, Clarence Mason Jr., Kathy Mason, Robert Hays, Edward Warnaca, Ellen Karan, Robert Traina, Lawrence Cox, Thomas Murphy, Gary Taylor, Sherman Richmond, William Fidler, David Wilson, Joyce Wilson, Charles Fandel, Gerald Pritchard Sr., Rufus Regier, Karyl Ernsdorff, Gloria Hellard, Stan Walthall, Kathleen Goodwin, Jerrell Wright, Charlie Caddy III, Gary Davis Sr., and Mathew Epstein.

HOW ARE WE DOIN'?

There are a number of ways to gauge our success in Recreational Boating Safety. Did we do better than last year? Did we do better than other Districts, Divisions, Flotillas or colleagues? These yardsticks are, perhaps, the most common reference point by which we consider our performance. Yet we may be selling ourselves short with these goals in mind.

There is no doubt that our contributions through the various RBS programs are of substantial value. The question is whether they are enough. What if we were to look at our level of productivity in another way? Consider for instance the number of registered recreational vessels in District 13 or the number people who ride in or operate these vessels. How many of these do we actually contact in significant ways through our Public Education and/or Vessel Safety Check programs? When we go to the launch ramps or marinas in our areas, to what percentage of the boats do we provide VSCs each year? What should our goals be?

As the boating season starts, we might take some time to consider just what we want to accomplish this year and

challenge ourselves to expand our goals to more fully meet the recreational boating safety needs in our areas.

Written by: Tom Murphy, Department Head, Prevention

DISTRICT MEETING AWARDS

CG Meritorious Team Commendation

1. Lake Wanapum

Auxiliary Letter of Commendation

1. Franklin Gillock
2. Raymond Newbig
3. Gary Kobes
4. Melvin Chaput
5. Gerald Pritchard
6. Patrick Wills
7. Finis Bassham
8. Paul Billick
9. Leadell Dail
10. Glenn Smith
11. Donald Verkest

Auxiliary Achievement Medal

1. David Aho
2. Joan Otte

CG Auxiliary Commendation Medal

Jack Grubb

Auxiliary Award of Operational Merit

1. Jack Tanz
2. Jonathan James

Auxiliarist of the Year

Steven M. DeMaggio

Division of the Year, Personnel Services: Division 8

Division of the Year, Patrols: Division 7

Division of the Year, Vessel Examinations: Division 6

Division of the Year, Public Educaion: Division 1

Division of the Year, Member Training: Division 6

Flotilla Golden Quill Award: Flotilla 11, Alert 11, Patti Salotti, FSO-PB

Division Golden Quill Awards: Division 8, Pieces of Eight, Richard Rolland, SO-PB

2 X 40 YEARS HONORED

Photos by Barbara Burchfield, FSO-PA-11



It's not often to see two people receive forty-year service awards at the same time anywhere, but that's exactly the case when Flotilla 11, Bellingham, Washington, honored John Robnett and Jack Herrick recently for 40 years of auxiliary service.

Robnett has served in a number of Staff Officer positions, including Flotilla Commander and Division Captain. Robnett is currently an RBS program visitor, and has been a Vessel Examiner for all forty years.

Herrick has held Flotilla, Division and District positions, including Rear Commodore North in his auxiliary career. For the past twenty years, Herrick has brought his love of flying and his Piper Cherokee to augment SAR missions and safety patrols.

Both auxiliaries witnessed four decades of change and continue to offer their time and talents to the organization. Robnett and Herrick remain energetic and active, setting a good example for us all. We thank them for their past service and honor their contributions through the years.



Photo cutline: Robnett brings his knowledge and expertise to our auxiliary boating information booths at public events. He is shown at a Community Safety Fair in Bellingham as an auxiliary volunteer.



40 YEARS AND STILL GOING STRONG

Office of Public Affairs, D13, PA3 Tara Molle

SEATTLE - (from left to right) Wally Younger, a Coast Guard Auxiliary member with Flotilla 22 in Bellevue, Wash., receives an outstanding service award from Penny Dustin, Coast Guard Auxiliary Flotilla Commander 22 in Bellevue, Wash., February 20, 2008. Younger was recognized for his outstanding performance during his 40 year service with the Coast Guard Auxiliary. Younger currently works with the Force Optimization and Training Branch for the Coast Guard Integrated Support Command in Seattle. (Official Coast Guard photo by Petty Officer 3rd Class Tara Molle)



Photo cutline: In this photo, Herrick is holding a crew briefing with D. Rosetta, R. Sefton, and D. Sherman (1300101).

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best way to promote the program was through the USCG 13th District Auxiliary's website. The web was very new at the time and I felt it was a new frontier to tap into to promote the USCG Group Seattle "Eyes on the Sound" program.

I asked Jo Ann Grubb, Flotilla 38 how I could contact the USCG D-13 Webmaster, and Jo Ann introduced me to Mr. Bruce Miller, (2007 D-13 USCG Aux, Commodore and the D-13 IT/Webmaster for the USCG in D-13) and Bruce developed a USCG Group Seattle "Eyes on the Sound" website and the program started taking off.

We envisioned that the Auxiliary website would be the best and most economical way to start promoting the program without a budget. Our promotion / marketing of the program targeted Island and Waterfront Community Websites, large event websites like Seattle Seafair, Media websites like the Seattle Insider Magazine at the KIRO TV (CBS Affiliate) Website which also added a USCG SAR Slide Show, other Television News Websites, Port Websites in Washington State and in Oregon, Yacht Club Websites, Public Websites including Access Washington State and the Governor of Washington State Environmental website, and at the Americas Waterway Watch (AWW) and the National Response Center (NRC) Websites. Other websites include Private Business websites, Police and Fire Department Websites.

The original program was dubbed the Group Seattle "Eyes on the Sound" program and ran from 1998 through September 2003, at which time District 13 took over the management of the program, and renamed the program "Northwest Watch".

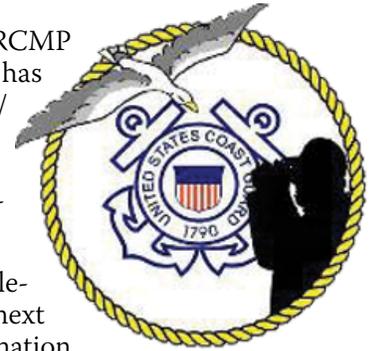
The USCG D-13 "Northwest Watch" program operated from September 2003 through December 2005 and continued to gain new waterfront members. In late December 2005, the USCG and the RCMP in British Columbia were exploring the possibility of merging the USCG D-13 "Northwest Watch" program with the RCMP Coastal Watch program.

So the District 13 Northwest Watch Team who were developing and marketing the program decided in addition to going International with British Columbia, the Team had hopes that the program would eventually go National, and be available for implementation in every USCG District.

It was in late December 2005 the Team decided to drop the regional name of "Northwest Watch" and renamed the program The USCG "Citizen's Action Network. <http://www.uscg.mil/d13/can>

In 2006/2007 the RCMP officially changed the name of their program to the Canadian "Citizen's Action Network"

And currently the USCG / RCMP "Citizen's Action Network" has grown to over 600 Waterfront/ Water View Shoreline members in Washington State, Oregon State and in British Columbia.



Newspaper, Magazine and Television News Stories was the next method of getting the information on our program out to the Public, and this method greatly benefited and accelerated the expansion of the USCG "Citizen's Action Network" to the over six hundred (600) plus waterfront members we have today.

The USCG "Citizen's Action Network" program is very proud to include the Canadian members who work directly with the RCMP in Canada who created their own program called the Canadian Citizen's Action Network. Another great media source we worked with was Washington State Public Television. (TVW)

TVW created a ten (10) minute segment in June 2006, and ran the CAN segment four (4) to five (5) times a week, for over a year to approximately 1.3 Million cable viewers throughout Washington State.

The TVW segment was shown at various times of the day and night which allowed many more TVW viewers to watch the CAN broadcast at times they were available to watch the TVW Station programs. Reaching out to the Public, Government and Private sectors through Public Speaking opportunities was another rewarding way we worked to gain more members.

Another outreach approach in our marketing of CAN we approached organizations and set up Speaking engagements before groups such as the Power Squadron, the USCG Auxiliary, the Marine Law Enforcement Officers Boating Safety organization, the Washington State Recreational Boaters Association, and Environmental organizations, and Waterfront Community Clubs which has resulted in new friendships, supporters and membership growth, and Maritime Domain awareness.

The success of the CAN program wouldn't have been so successful if it hadn't have been implemented into the C2PC electronic mapping system, which lists all waterfront members at their Latitude / Longitude and includes all of the members contact information. This implementation of the C2PC overlays would never have occurred in such an organized and scheduled manner if it hadn't been for Mr. Bruce Miller, USCG Auxiliary 2007 District Commodore, and District 13 USCG IT/Webmaster.

The development of the first USCG Auxiliary D-13

CAN CONTINUED ON PAGE 20

CAN CONTINUED FROM PAGE 19

Eyes on the Sound program, and later the Northwest Watch program Website's success was also the result of Bruce Miller's dedication to supporting the vision of LT. Commander Andre Billeaudeau, which has resulted in the creation of a very important and needed program to work with the USCG Coast Guard, and serve as a reliable asset for our Government, and a patriotic way Citizens can be a part of their Government.

In 2007, USCG Headquarters has announced that the program is approved to be implemented nationally, and is currently in the planning stages. In an effort to assist the National Expansion, Mike Dickover and I created a USCG "Citizen's Action Network" Resource Website which can be viewed at, <http://www.pacnwest.org/>

We hope the materials available at the site will assist the Coast Guard and the RCMP with the National and International development of the USCG / RCMP Citizen's Action Network.

The website, <http://www.pacnwest.org/> contains Newspaper, Magazine, Buoy 13, and Television News Stories, the TVW CAN Segment, which includes Mike Dickover and me. The site also includes CAN Brochures and Application Forms for both the USCG and the RCMP CAN programs, Business Card samples, and Posters you can download and show at Public events, awards the CAN program received, and recently added D-13 USCG Pod Casts.

At the site you also view an interview of Lt. Commander Andre Billeaudeau at the Center for Homeland Defense and Security, Papers by Lt. Commander Billeaudeau and papers - REPORT OF THE DHS NATIONAL SMALL VESSEL SECURITY SUMMIT dated 19TH OCTOBER 2007, Prepared for the Department of Homeland Security, And the DEPARTMENT OF HOMELAND SECURITY SMALL VESSEL SECURITY STRATEGY JANUARY 2008.

The site also includes an article on the original "Eyes on the Sound" program I wrote for Buoy 13 in 2001 prior to 911, and an article on the "Northwest Watch" program Lt. Commander Andre Billeaudeau wrote for Buoy 13 in 2004.

The USCG team that has been involved in the development and promotion of this program over the years, to name a few key individuals includes, Lt. Commander Andre Billeaudeau, currently the 13th District Director of the Auxiliary, Lt. JG. Kristie Salzmann, PAC Keith. A. Alholm, PAC Paul Roszkowski, PA Adam Eggers, PA3 David Marin, PA Kurt Fredrickson, PA3 Jeffrey Pollinger, PA Michael.P.Zolzer, PA3 Tara Molle, SGT. Anne Clarke RCMP, LT.JG Jeff Engel, Marilynn Leonard, USCG Aux., Leo.D.Leonard, USCG Aux., Lt.JG Joshua.H.Sagers, Mike Dickover, USCG Aux. and myself.

Valentines day last week, was a very important day, and very rewarding for me, while searching the Net I came across a USCG Ninth District Web address for the Ninth District "Citizen's Action Network" Brochure and Application Form. We are going National.

[http://a091.uscgaux.info/Citizens Action Watch.pdf](http://a091.uscgaux.info/Citizens_Action_Watch.pdf)

If you or your friends live on the shorelines of District 13 or in British Columbia, please download an application from the USCG or RCMP websites.

Story By: Robert Lyden, 13th USCG Auxiliary DSO, and USCG "Citizen's Action Network" Team Member, External Affairs Development and Marketing



The Shield of Freedom by Edwin Wordell

USCGC EAGLE TO VISIT PACIFIC NORTHWEST

In the Summer of 2008 the United States Coast Guard Barque Eagle will be visiting the Pacific Northwest. She will make a port call at Astoria between 12-16 June, Victoria, BC on 27-30 June and Tacoma on 4-7 July.

Eagle has been the training ship for the Coast Guard Academy since it was received in 1946 as part of the reparations from Germany following World War II. From that time every Coast Guard Academy Cadet has sailed in her. The Germans commissioned Eagle in 1936. Despite her age Eagle remains a viable and extraordinary training cutter. She "teaches" cadets that "Mother Nature" is in always charge wherever one travels on the seas.



“RETRO” HF RADIO PROMOTES 21ST CENTURY CG MISSION READINESS

John Umbarger

The missions of District 13 USCG Sector Portland and USCG ANT Kennewick to maintain navigable waterways in Eastern Washington and Western Idaho depend on reliable patrol-level communications. Yet the geography of the Columbia and Snake River systems in this area of responsibility (AOR) consist of hundreds of miles of gullies, ravines, steep-cliffs, and gorges that are all unsuitable to line-of-sight VHF radios. In the past, USCG patrols have made do through the use of cellular and satellite phones. Both have their limitations. Cell phone coverage is spotty or non-existent in the upper river branches. Satellite phone coverage is often limited by sheer cliff faces that can sharply rise hundreds of feet above the river and block communications satellites.



Ken Beck and Jim Madsen at HF Base Station

Ken Beck, the newly installed Communications Staff Officer for Flotilla 85 and soon to be Vice Flotilla Commander, thought there might be a better way. Ken is an electronics expert who holds FCC commercial and Amateur Extra Class licenses. He is a Global Maritime Distress and Safety System (GMDSS) maintainer/operator (including Ship Radar Endorsement). With his extensive background, Ken believed three decades old radio techniques known collectively as Near Vertical Incident Skywave (NVIS) might be of service.

With NVIS, HF transmissions are directed nearly straight upwards into the ionosphere, where they can be refracted and reflected nearly straight back down to earth. Unlike typical HF communication that seeks long-distance communication, NVIS propagation provides a much shorter, but uniform communications radius. By using NVIS, HF radio can be used tactically in a limited AOR of 25-250 miles range, overcoming earth-bound barriers of mountains, valleys, and deep river gorges. This adds

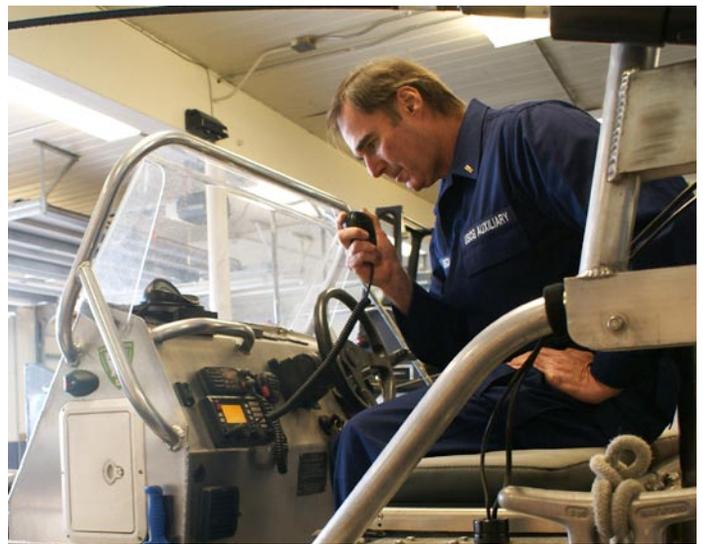
an important element to USCG COM in situations where line-of-sight VHF radios, cell phones, or satellite-based phones prove insufficient.

On a visit to ANT Kennewick last February from Sector Portland by CDR Russ Proctor, Ken successfully demonstrated NVIS and discussed how it might operate on inland waterways. CDR Proctor was impressed and the effort was begun to develop a parts list to equip ANT Kennewick with two state-of-the-art Marine HF radios. This allowed for one to be used as a base station while the other could be used by a patrol boat on missions. This would fully test the applicability of NVIS to the AOR.

Under Senior Chief Jim Madsen at ANT Kennewick, the equipment was installed and recently tested on the Columbia’s Lake Roosevelt, and Upper Snake River. Good signals were established, and only improved as both line-of-sight and cellular communication diminished.

As CDR Proctor says, “...this certainly appears to be a logical & viable solution to our chronic problem of limited communications capability in Sector Portland’s eastern AOR. The USCGA HF Program certainly deserves Sector/Regional/District “Silver & Gold” support for continued growth and operability, to enhance our routine ops, planned surge events and contingency (COOP) preparedness.”

In thanking Ken for his particular role in the successful NVIS test by his unit, Senior Chief Madsen commented, “Ken, you are indeed a great asset and much appreciated. Thanks again for all you have done for us. Your efforts will not go unrecognized.”



Ken Beck manning a mobile HF radio on a CG small boat

HISTORY & TRADITIONS OF CHALLENGE COINS

By Craig Brown, IPDCP-130-03

There are those members that have heard of Challenge Coins and maybe you've even been lucky enough to receive one. But how many know its history and the responsibility/traditions that are part of the Challenge Coin?

The origin of the Challenge Coin is open to debate, but the story tends to be along the lines of the following:



*Left – from USCGAux National Commodore
Right – from USCG Sector Seattle*

During WWI, American volunteers from all parts of the country filled the newly formed flying squadrons in Europe. In one squadron, a lieutenant ordered medallions struck from solid bronze and presented them to his unit. Shortly after acquiring the medallions, the pilot's aircraft was severely damaged by ground fire, and he was forced to land behind enemy lines. He succeeded in avoiding German patrols by donning civilian attire and reached the front lines. With great difficulty he crossed no man's land, and eventually stumbled onto a French outpost. Not recognizing the young pilot's American accent, the French thought he was a saboteur and made ready to execute him. He showed the medallion to his would-be executioners, and one of his French captors recognized the squadron insignia on the medallion. They delayed his execution long enough for him to confirm his identity. Instead of shooting him they gave him a bottle of wine. Back at his squadron, it became a tradition to ensure that all members carried their medallion or coin at all times.

Today, Challenge Coins can be given to members upon joining an organization, as an award to improve morale, as an award for a job done exceptionally well, to commemorate special occasions, or sold as fundraisers.

The challenge traditional works in the following manner: The challenger pulls out his own Challenge Coin and asks those present to produce their Challenge Coins. If the challenged can't produce a Challenge Coin they are required to buy a drink of choice for the member who challenged them. If the challenged member does produce a Challenge Coin, then the challenging member is required to pay for the drink. Some debate exists if everyone in the group must buy you a drink if you are the holder of the highest ranking coin, what happens if not

everyone has received a Challenge Coin, and how different organization's Challenge Coins are handled. Tradition says you're not allowed to deface a Challenge Coin. Defacing includes attaching it to anything or drilling a hole through it. Defacing a Challenge Coin means it no longer qualifies as a Challenge Coin.

Now that you're aware of the history and traditions of the Challenge Coin look forward to receiving your own, properly respecting the traditions, and privilege of the challenge.

CAPE DISAPPOINTMENT AND THE HAUNTED BUNKER

By Richard Siefert, FC, Fl. 62

About 7 years ago some of the station personnel at Cape Disappointment thought that it would be a great idea to do a community project. After some thought, they came up with the idea of doing a Haunted Bunker. They talked to the station command about the use of the old ammo bunker there on the station and he gave his blessings.

The organizational group recruited help from their ship mates at the station, from the National Motor Lifeboat school and the Auxiliary. The work of cleaning up the place and making it look like a Haunted Bunker began. After several weeks of hard work, it looked like what they had in mind.

A couple of weeks before the opening date, advertising was put out about town and the three days before and Halloween the Haunted Bunker was opened to the public.

No one had any idea as to how this would go over with the public, as there has never been anything like it before in the area. The people showed up, the players played, the greeters greeted, coffee, hot chocolate and cookies were served. Everything went off very well. The next day, some small changes were needed and were taken care of. That night a much bigger crowd showed up.

At the end of the 4 days, the players, the greeters and the food servers were tired, and the cookies were gone, but everyone was walking around with big smiles on their faces. The Haunted Bunker was a HUGE success.

Though the price of admission was free, it was asked that a donation of money or canned food be made. The food was boxed up and the money counted and a decision was made to donate it to the Elks for their Christmas food program.

Plans were immediately started for next years Bunker. New things were added, some things changed and the

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HAUNTED BUNKER CONTINUED FROM PAGE 22

work began. By the time that Halloween came around that year, everything was in place and everyone was ready for what has become a community tradition.

All of the work is done on the people's own time. The station personnel still have their work at the station to do and then they go to the bunker. We now have electricity in the bunker to handle all of the things that are used to give the feeling of being in a very special place.

The bunker of 2007 was a very special time for all who have been involved as we came very close to having 2000 people going thru in 4 nights. We also collected 2000 pounds of food, which was donated to the local food bank. This year the station personnel looked for, and found, 2 needy families to give a special Christmas to. Santa Claus and Mrs. Claus, along with some helpers, went to these homes with a fully decorated Christmas tree, 3 or 4 packages each for the children, a complete Christmas dinner, including a turkey, potatoes, stuffing and all of the fixings. Along with all of this was an envelope that contained cash for any thing that was over looked by Santa and his helpers.

This has been a special time for all who have participated in it each year. When it is done, after 4 nights, everyone is very tired, but within 15 or 20 minutes people are starting to ask questions about next years bunker.

If you want to have fun, get scared and support a great cause, come to the Haunted Bunker at Coast Guard Station Cape Disappointment this year.



DSO REPORTS CONTINUED FROM PAGE 16

that was recently awarded at the District 13 Conference in Clackamas, Oregon.



We have 15 Vessel Examiners who have performed 100 or more Vessel Safety Checks during 2007. Bravo Zulu to Stan Walthan Flt 82, William Fidler Flt 63, David Wilson Flt 81, Gerald Pritchard Flt 65, William Morgan Flt 73, Gary Taylor Flt 55, Rufus Regier Flt 68, Edwin Merta Flt 19, Paul Billick Flt 66, Elliott Herder Flt 63, Mathew Epstein Flt 7-12, Kathleen Goodwin Flt 84, Hoyt Hatfield Flt 19, Jan Johnston Flt 73, and Thomas Murphy Flt 54.

Whether you did 100 Vessel Safety Checks or the minimum 5 VSCs to maintain your Certification, remember, it only takes one Vessel Safety Check to save lives and we will never know which boater we saved by sharing our safety information. Every Vessel Examiner in District 13 can be proud of what the Vessel Examiner Team has accomplished. The National Vessel Examinations Department is developing new materials to help the Vessel Examiner Team get more information to the boaters.

WEAR IT LIFE JACKET CAMPAIGN a training module for Vessel Examiners and Program Visitors will be available soon. *Note, PFDs are now Life Jackets!*

BOATER RENTAL EDUCATION PACKAGE this will contain check lists to educate the boater on the basics of the vessel they are renting. I will let the Division Vessel Exams Staff Officers know as soon as this becomes available from ANSC.

EPIRBS will be similar to the Digital Select Calling Radio program of 2007. Vessel Examiners will assist the Coast Guard Office of Search and Rescue to help reduce the extremely high false alarm rate by educating the boaters. More information will be out soon.

National Safe Boating Week has changed to **Vessel Safety Check Mega Weeks, beginning 17 May 2008 and continuing till 06 July 2008.** This is good news for our Pacific Northwest area where some areas will still be experiencing wet weather in May. It is not too early to start making plans for Vessel Safety Check activities and ordering your supply of 2008 decals. With all the boats registered in our four state areas, there will be plenty of work to do. We need to continue training new Vessel Examiners to help boater safety improve. Our District 13 Divisions are already working at training. To date there have already been requests for 46 paper Vessel Examiner tests in addition to the tests that are being taken online. If you want to join our District 13 Vessel Examiner Team, let your Flotilla Commander, your Member Training Officer, or your Vessel Examinations Officer know. They will guide you through the process and training.

Visit our National Vessel Examinations web page at www.safetyseal.net/ everything you could learn about the program is available there. **1 VSC = Lives Saved!**

DEPARTMENT OF HOMELAND SECURITY

United States Coast Guard Auxiliary

DSO-PB District Thirteen

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OFFICIAL BUSINESS



St. Louis, MO (January 26, 2008) -- U.S. Coast Guard Commandant Admiral Thad W. Allen took time from a busy schedule to visit the CG Auxiliary National Marketing Group life jacket exhibit during the Auxiliary National Training Conference in St. Louis. With Admiral Allen is Marketing Events Coordinator Stu Soffer. Soffer designed and fabricated the exhibit, which is enhanced by the Coast Guard Boating Safety Division's "Wear Your Lifejacket" backdrop. Photo by Manny Romero, USCGAUX.