Soundings
THE NATION'S BOATING NEWSPAPER

CG AuxA
Coast Guard Auxiliary Association, Inc.

Memorandum of Agreement (MOA) for Recreational Boating Safety

Coast Guard Auxiliary Association, Inc. and Soundings Publications, L.L.C.

(*January 2006*)

The Coast Guard Auxiliary Association, Inc. (the "Association") and Soundings Publications, L.L.C. ("Soundings") have agreed to work together to promote boating safety throughout the United States by promoting public education, vessel safety checks, Maritime Domain Awareness and numerous other outreach efforts.

1. This Memorandum of Agreement (MOA) will be promoted by:

    a. Issuing press releases and/or publishing articles, as appropriate, in our respective national magazines, web sites and newsletters announcing this MOA.

    b. Sending notices to all *Soundings* departments and to members of the U.S. Coast Guard Auxiliary (the "Auxiliary") announcing this MOA.

2. Membership and participation in our organizations will be promoted by:

    a. Publishing articles and web news which promote Auxiliary membership, programs and opportunities.

    b. Authorizing Soundings Publications to publish the *Auxiliary Directory of Services* for the information of the readership.

    c. Publishing articles, newsletters and web news which promote participation by Auxiliary members with *Soundings Publications* opportunities.

3. Recreational Boating Safety will be promoted by:

    a. Review of newsworthy press releases regarding Auxiliary boating safety courses and the Vessel Safety Check (VSC) program for possible publishing in *Soundings Publications*.

b. Establishing links between our web sites to facilitate electronic commerce and exchange of information.

c. Offering a discounted annual subscription rate for *Soundings Magazine* to members of the Association per their request.

d. Offering free annual subscriptions for *Soundings Magazine* (including a free subscription to *Trade Only* when requested) to consenting flotilla commanders and all consenting public education officers at the national, district, division and flotilla levels per their request.

e. Offering free copies of *Soundings Magazine* to all requesting flotilla public education officers to make available for distribution to public education class students; each magazine copy would include an application for the student to obtain a discounted first annual subscription rate.

f. Offering *Soundings New Master's Series* booklet (*101 Answers* to your toughest boating questions, as well as future editions) at a discount rate to members of the Association.

g. Review press releases and updates on Maritime Domain Awareness concepts and America's Waterway Watch programs, for possible publishing in *Soundings Publications.*

h. Providing the means whereby Auxiliary members desiring to take advantage of the offerings detailed in this Agreement, may gain access to appropriate on-line forms, via an Auxiliary electronic portal to *Soundings Publications,* which would verify current membership in the Auxiliary; alternate non-electronic member verification and communications would also be acceptable.

i. Providing the opportunity for Auxiliary public education officers to have their course listings published in an applicable regional edition of *Soundings Magazine* calendar.

The following individuals will be the points of contact for this Strategic Alliance:

U.S. Coast Guard Auxiliary
Jesse L. Harrup, Jr., Chief
Department of Boating
1201 Canterbury Lane
Colonial Heights, VA 23834-2709

Soundings Publications, L.L.C.
Chris Buydos, Manager -
Consumer Marketing
10 Bokum Road
Essex, CT 06426

These efforts may be expanded or changed as appropriate. Participation in this alliance is voluntary and does not constitute a binding contractual commitment.

Coast Guard Auxiliary Association, Inc.

Date: 1/28/06

Gene M. Seibert,
Chairman of the Board/Chief Executive Officer

Soundings Publications, L.L.C.

Date: 1/28/06

Chris Buydos, Manager -
Consumer Marketing