



District 11SR

# COMMODORE'S BULLETIN & DIRECTOR'S NEWSLETTER



## Cruising into 2011

Photo by Nora Watson  
Flotilla 12-04

Volume 10  
Issue 3  
December 2010

### Featured in this Issue:

- Maintaining the Chain
- USCG Auxiliary Policy Statement
- Born Ready
- 2011 Executive Board

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COMO Michael Johnson

**District Chief of Staff (DCOS)**

Harry Jacobs

**Director of Auxiliary (DIRAUX)**

CDR Greg Matlin

**District Captains (DCAPT)**

**San Diego / Inland (SD)**

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**Los Angeles / Long Beach North (LA/LB-N)**

Trent Kelly

**Los Angeles / Long Beach South (LA/LB-S)**

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Please submit all articles, pictures, corrections, and updates to the DSO-PB at [fendtb@cox.net](mailto:fendtb@cox.net).

Please mail hardcopies or data CDs/DVDs to:

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**Next Submission Deadline:**

01 February 11 | February 2011 Issue

**Cover Photo:** Auxiliarists depart onboard the 2010 District Cruise aboard the USCGC George Cobb. This photo was selected as the winner of the 2010 District Cruise Photo Contest, Congratulations to Nora Watson.

# TABLE OF CONTENTS

<b>From the Desk of the Commodore</b> .....	Page 4
<b>Focus on the Mission</b> .....	Page 5
<b>Maintaining the Chain-of-Leadership</b> .....	Page 6
<b>USCG Auxiliary Policy Statement</b> .....	Page 7
<b>Auxiliary Training Program Changes</b> .....	Page 8
<b>2011 Executive Board</b> .....	Page 11
<b>Boy Scouts Celebrate 100<sup>th</sup> Birthday</b> .....	Page 11
<b>Born Ready</b> .....	Page 12
<b>Babies Get Dumped</b> .....	Page 14
<b>Second Annual Fly &amp; Float</b> .....	Page 16
<b>Creating Public Awareness</b> .....	Page 17
<b>Submitting Facility Damage Claims</b> .....	Page 19
<b>2011 District Conference</b> .....	Page 21
<b>Editors Corner</b> .....	Page 22

## THIS ISSUE...

Will serve as the last issue of 2010 and readers will enjoy articles from Commodore Johnson, DCO, along with information regarding changes to the Auxiliary Training Program. We also have contributions from many across the District and hope everyone finds the time to learn what has been going on with your fellow members.

As we move quickly into 2011, the Publications team once again seeks out our members' support which was key to achieving our goals for this year.

We once again invite anyone who would like to share a story or event to do so. Please keep taking those great photos. We are always in search of the next cover photo and story so please keep sending in your submissions to the Publication Team!

# FROM THE DESK OF THE COMMODORE

By COMO Michael Johnson, District Commodore

Our District, Division and Flotilla elections procedures have been completed. Members have stepped up and thrown their hats in the ring. Some who did so were not selected, but we honor them anyway for giving of their time and talents. There remains plenty for them to do. Now that you have all chosen your unit leadership for the coming year, it is time for the members of each of our units to step forward and support them completely. While many of the staff positions have undoubtedly been filled, I'm sure there are still plenty of positions yet to be filled. That's the way it is every year. Taking on a staff position is a great way to really make a difference. It doesn't make a difference what that position is—they are all important and necessary to the efficient functioning of your unit. The Auxiliary is 71 years old this year—if a particular staff position was not important, we would have figured it out by now and eliminated it.



I celebrated my 15<sup>th</sup> year as a member this past October. My first staff position, appointed within a few months after joining, was one no one else wanted in my flotilla—FSO-PB. Did I seek it out? No. Did I know anything about creating a publication? No. Why then did I agree to take the job? Because I would get to wear shoulder boards with a stripe, or my first officer collar devices? No. It gave me a way to get to know my fellow members, and to learn a tremendous amount about the Auxiliary and its missions. It made me feel truly needed. It gave me a forum for people to get to know me. I attended all the flotilla meetings and began to attend the Division meetings as well. As soon as the SO-PB (who also held several other staff jobs) learned I had agreed to write the flotilla publication, he recruited me to replace him as SO-PB—a springboard into the activities of the Division, and soon thereafter the District.

I didn't write this to tell you my Auxiliary history. Many members can tell a similar story. The point is that opportunities to serve abound in our organization. If a staff position doesn't quite fit, consider serving on a committee or head up a special project. Your flotilla, your division and your district truly need your talents. Remember what you were told when you first stood up and took the new member pledge: "The satisfaction you derive from your Auxiliary membership will be in proportion to your level of participation in the organization's activities." There is a lot of truth in that sentence. Just say yes, and get ready for a great ride!

For you Flotilla Commanders and Division Commanders, once you have selected your staff members, appointed committees and project leaders, work together to establish your tactical plans for reaching your part of the objectives that the District leadership develops. Remember, Division Commanders are the leaders of their respective Divisions, but they are also District board members and have input into the establishment of the District objectives. Flotilla Commanders are the leaders of their respective Flotillas, but are also members of the Division board. Once those tactical plans are developed and your staff members have been assigned their particular duties, give them not only the responsibility to do the job, but also the authority they need. Let them do their jobs. Do not micromanage their time or how they get the job done. Make sure you give clear direction on what you want them to accomplish, and then let them do their jobs. Their way.

Have a happy, safe holiday season.

# FOCUS ON THE MISSION

By Harry Jacobs, District Chief of Staff



The Deepwater Horizon emergency has caused many members in our organization to shift their focus away from the primary mission of the Auxiliary - preventing boating accidents through public education, vessel examinations and marine dealer visits, and responding to boaters in distress.

Historically, a cheerful compliance with Coast Guard Orders has been a cornerstone of the Auxiliary. Our commitment further developed during the post Korean and Vietnam eras and grew to maturity after the horrific attacks of September 11, 2001 and now the Deepwater Horizon emergency. Auxiliarists have always demonstrated the disposition, temperament, and tolerance for mission change and express an eagerness and zeal to move forward and to return to our core mission. Bravo Zulu to all of us!

Through each "unusual occurrence," the Auxiliary learns a new step in the planning process, which strengthens our ability to provide sound leadership to the membership and better serve the boating public. Deepwater provided us with a real life example of why the Auxiliary needs to understand and use the Incident Command System (ICS) in our planning process. Utilizing the ICS system for Flotilla-based and major training events (i.e. OPTREX) will allow us to properly prepare and interface with Coast Guard units and missions when necessary.

Though the Deepwater experience will soon pass, our core missions will remain and will most likely expand. We can now turn our attention back to recreational boating safety with increased vigor and renewal. We can schedule that PE class that we deferred! We can plan the VE blitz that was postponed! We can visit those marine dealers that touch the lives of so many recreational boaters. We can begin to return to assisting the Coast Guard where it needs the most support; recreational boating safety

Deepwater gave us a reason to focus on our core mission, not focus away from it. Let's take advantage of the 'gift' and recommit to our traditional role by making certain that all of us "Focus on the Mission."

# MAINTAINING THE CHAIN-OF-LEADERSHIP

By CDR Greg Matlin, Director Auxiliary, District 11 South

The Coast Guard Auxiliary is a true force multiplier for the United States Coast Guard and I am personally committed to promote your capabilities to all local, state, and federal agencies. Furthermore, I look forward to working with your newly elected and appointed Auxiliary leadership that will be led by Commodore-Select, Harry Jacobs.

At NACON 2010, Admiral Papp, our new Commandant, released a new Auxiliary Policy Statement. I encourage you to get a copy of it, read it, and post it within your Flotillas. His three priorities are as follows:

- Promoting and Improving Recreational Boating Safety;
- Providing trained crews and facilities to augment the Coast
- Guard and enhance safety and security of our ports, waterways and coastal regions; supporting Coast Guard operational, administrative, and logistical requirements.



The Commandant's number one priority as seen above in bold is promoting and improving recreational boating safety. Our District Commander, RADM Castillo, has reiterated the Commandant's priority by charging the Auxiliary to develop partnerships to promote recreational boating safety on the inland waterways. Your Auxiliary leadership accepted this challenge head on and on October 14<sup>th</sup> chartered a new flotilla, 4-10, in Bakersfield, California which will serve Kern County and Lakes Isabella, Ming, and Buena Vista. The new flotilla will be lead by Gary Draeger and Thomas Smith. Welcome aboard!

Additionally, under Commodore Johnson's leadership, we have seen our membership expand to over 2000 Auxiliary members which is nearly a 13% increase in two years. What we haven't seen is an increase in the number of surface facilities. In January 2009 our region had 178 surface facilities. At the end of September 2010 we had 143 surface facilities and of the 143, 45 facilities were inactive. In two years our region has seen a nearly 20% decrease in the number of surface facilities. Our membership and the demand to go inland to promote recreational boating safety is increasing, but the number of facilities is decreasing. We need more surface facilities to not only meet the training needs for our expanded membership, but to carry out the priorities of the Commandant and our District Commander. Furthermore, our boating safety agency counterparts (NPS, State agencies, local law enforcement) rely on the Auxiliary to assist them in helping boaters in distress within their AOR. They look to the Auxiliary to be the backfill where their agencies cannot provide boats or manpower to patrol all the areas of their responsibility. In order to meet the recreational boating safety priority, I have a two-fold challenge for our region.

1. If you currently have an inactive surface facility, then safely dust off those cobwebs and start patrolling.
2. We need to recruit and retain more members with trailerable, surface facilities.

In recent years the Inland lakes and waterways within the Eleventh Coast Guard District have been subject to higher volumes of recreational boating activity that have resulted in an increasing number of annual boating accidents and fatalities. Our region has many of the nation's most dangerous waterways which includes the Colorado River system. California alone ranks second highest in number of boating accidents of all states. The 2009 national boating fatality rate was 5.8 deaths per 100,000 registered recreational vessels. This rate represents a 3.6% increase from 2008's fatality rate of 5.6 deaths per 100,000 registered recreational vessels. I am confident that our expanding membership with a combination of active and new surface facilities can reverse the boating fatality trend. See you out on the water. Semper Paratus!

# U.S.C.G. AUXILIARY DIVERSITY POLICY STATEMENT



THE COMMANDANT OF THE UNITED STATES COAST GUARD  
Washington, DC 20593

## U.S. COAST GUARD AUXILIARY POLICY STATEMENT

The U.S. Coast Guard Auxiliary is our steadfast volunteer corps. Our Auxiliary Shipmates assist the Coast Guard with performing our many challenging maritime missions, with boating safety remaining as their core function. Proudly serving alongside our total workforce, Auxiliarists make it possible to more ably accomplish our missions – they are a true force multiplier.

Originally formed as the Coast Guard volunteer Reserve on June 23, 1939, the volunteer Reserve was renamed the Auxiliary two years later. The Auxiliary rapidly expanded as the United States entered WWII, and Auxiliarists assisted in many of the Coast Guard's domestic missions, freeing up active duty Coast Guardsmen for wartime operations.

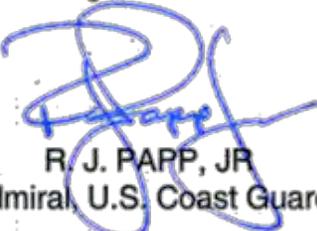
Today's Auxiliary is defined by this same spirit of patriotism and volunteerism. Auxiliarists continue to lend their unique talents to assist with performing a broad range of Coast Guard missions. Their mission support efforts expand the reach and impact of Coast Guard operations, particularly boating safety initiatives.

The Auxiliary Service priorities include:

- **Promoting and Improving Recreational Boating Safety;**
- Providing trained crews and facilities to augment the Coast Guard and enhance safety and security of our ports, waterways and coastal regions;
- Supporting Coast Guard operational, administrative and logistical requirements.

We must always remember that it is through public spirit, patriotism and an uncommon sense of civic duty that the members of the Auxiliary give their time, facilities and services – they receive no compensation. Commanders, Commanding Officers, Officers-in-Charge and program managers shall continually strive to enhance *Silver and Gold* partnerships to further the work of the Coast Guard.

I am personally committed to ensuring we maintain an Auxiliary that is robust, well-trained, and always ready.



R. J. PAPP, JR.  
Admiral, U.S. Coast Guard

# AUXILIARY TRAINING PROGRAM CHANGES AND UPDATES

To: ALAUX

From: CHDIRAUX

Auxiliary Trident Program Qualifications (effective immediately):

1. ALCOAST 192/10 (Marine Safety Insignia), dated 16 April 2010, provided updated guidance for the entitlement of the Coast Guard Marine Safety (Trident) insignia. These changes also apply to the Auxiliary Trident insignia. Permanent entitlement for wear has been updated to require five years of sustained activity and support at a marine safety field unit. Auxiliarists who have already earned marine safety insignia and those who have achieved temporary-awaiting-permanent status, under the four-year requirement do not have to meet this five-year requirement.
2. The New Introduction to Marine Safety and Environmental Protection (IMSEP) Course dated September 14, 2010 replaces the July 2002 IMSEP course (effective immediately): The associated test will be available October 1, 2010. The Initial Indoctrination to Marine Safety Course (IIMS) is no longer required as a prerequisite to the new course when the new course is taken.
3. Boat Crew Qualification Program (BCQP) Currency Maintenance (effective 01 January 2011): In clarification of maintenance hours for Personal Watercraft Operator (PWO), coxswain, and boat crew member, Auxiliarists are required to perform at least 12 currency maintenance hours per calendar year after being qualified as a boat crew member. If an Auxiliarist is a PWO and boat crew member, then at least 18 annual currency maintenance hours must be performed, with at least 12 of those hours performed as PWO AND at least six hours as boat crew member. If an Auxiliarist is a coxswain and PWO, then at least 18 annual currency maintenance hours must be performed, with at least 12 of those hours in any combination as coxswain or boat crew member, AND at least six hours as PWO. BCQP currency maintenance requirements are summarized as follows:

a. Boat Crew Member only	At least 12 hours/year
b. Coxswain only	At least 12 hours/year (all hours may be performed in any combination as Coxswain or Boat Crew Member)
c. Coxswain and PWO	At least 12 hours/year in any combination as Coxswain or Boat Crew Member, AND at least 6 hours/year as PWO
d. PWO only	At least 12 hours/year
e. PWO and Boat Crew Member	At least 12 hours/year as PWO AND at least 6 hours/year as Boat Crew Member
4. Air Observer Medical Screening (effective immediately): In order to increase overall program safety and standardize medical requirements, all Auxiliary air observers are required to meet the same medical screening requirements as Auxiliary air crewmen. Air observer medical screening is now included as a task for qualification and currency maintenance purposes, and it must be completed prior to performing any swim task. Qualified air observers and trainees must meet this medical screening requirement by 01 January 2011. Proof of medical screening already performed in 2009 and 2010 is acceptable to initially meet this requirement. The new Flight Crew Medical Screening document AV-10-1 dated 16 SEP 10 and ANSC 7042A revised 05/2010 updates all flight crew medical requirements. The direction and form use is effective immediately.

# AUXILIARY TRAINING PROGRAM CHANGES AND UPDATES

To: ALAUX

From: CHDIRAUX

5. AUXOP Program (effective 01 January 2011):
- a. The AUXOP program will be revised to consist of core, leadership, and elective credit elements in order to give variety to Auxiliarists, increase practical AUXOP relevance to Coast Guard missions, and better assist the Coast Guard to fulfill needed skill sets. Under the new program, Auxiliarists will be required to successfully complete a minimum of seven (7) credits from three categories of courses detailed in items (a)-(c) below to receive the AUXOP qualification. This revision will give Auxiliarists more choices to meet program requirements, allow the pursuit of preferred focus areas, and apply credit for ICS training and expertise.
    - (1) The three required core courses, each worth one credit, shall be:
      - a. Auxiliary Weather Specialty Course (AUXWEA).
      - b. Auxiliary Seamanship Specialty Course (AUXSEA).
      - c. Auxiliary Communications Specialty Course (AUXCOM)\*.
        - Updated Auxiliary Communications Specialty Course (AUXCOM) (effective immediately): This updated course is now available from the Auxiliary National Supply Center (ANSC). It has been reviewed, approved, and promulgated under signature of the Chief Director of Auxiliary (CG-542), and it now replaces the previously numbered Coast Guard course publication.
        - Auxiliarists who have already begun the previous AUXCOM version have until December 31, 2010 to successfully complete that course for credit.
    - (2) Auxiliarists will be required to complete one of the following leadership courses, worth one credit (AUXOP credit will not be applied for more than one course from this category). These courses include:
      - a. Auxiliary Leadership and Management (AUXLAMs).
      - b. Auxiliary Mid-Level Officers Course (AMLOC).
      - c. Auxiliary District Captain Course (Formerly RCO Course).
      - d. Flotilla Leadership Course (FLC) – this includes online and classroom versions.
      - e. Auxiliary Senior Officers Course (ASOC).
    - (3) Auxiliarists will be required to complete their AUXOP credits by completing a combination of the following elective courses, totaling three or more credits:
      - a. Auxiliary Search Coordination and Execution Specialty Course (AUXSC&E) (the Auxiliary Navigation Specialty Course (AUXNAV) is a pre-requisite for AUXSC&E) - 2 credits.
      - b. Auxiliary Navigation Specialty Course (AUXNAV) - 2 credits.
      - c. Introduction to Marine Safety - 2 credits.
      - d. Auxiliary Patrol Specialty Course (AUXPAT) - 1 credit.
      - e. Auxiliary Aids-to-Navigation (ATON) and Chart Updating C-school (AUX-06) - 1 credit.
      - f. Coast Guard Incident Command System (ICS) 300 & 400 (ICS 210 cannot be used as a substitution) - 1 credit.
      - g. Auxiliary Air Coordinator C-school (AUX-15) - 1 credit.
      - h. Specialty ICS courses count as one credit for completion of the in-class course and one credit for the completion of the PQS for a possible two credits. If an in-class course is not available, then PQS must be completed for credit. Specialty ICS courses include:
        1. ICS 346 (Situation Unit Leader).
        2. ICS 347 (Demobilization Unit Leader).
        3. ICS 248 (Resources Unit Leader).
        4. ICS 430 (Operations Section Chief).
        5. ICS 440 (Planning Section Chief).
        6. ICS 351 (Finance Section Chief).

# AUXILIARY TRAINING PROGRAM CHANGES AND UPDATES

To: ALAUX

From: CHDIRAUX

- (4) The previously canceled Auxiliary Search-and-Rescue Specialty Course (AUXSAR) and Auxiliary Administration Specialty Course (AUXMIN) shall be acceptable if already completed. They shall be worth 1 credit each and may be used on a one-for-one basis in lieu of course options listed in 5.a.(3) above.
  - b. Additional elective courses may be added by CG-5421 in the future.
  - c. If AUXDATA is not modified to reflect these AUXOP program changes by the implementation date, then AUXOP program completion will have to be manually tracked. Primary responsibility for tracking personal training and successful course completions rests with the Auxiliarist.
  - d. No time limit shall apply to successful completion of AUXOP eligibility requirements.
  - e. Provisions of section 11.A.12 of the Coast Guard Auxiliary Manual that deal with the Auxiliary Specialty Ribbon shall be modified as follows:

*"This recognition is presented to an Auxiliarist who has successfully completed any AUXOP course. Auxiliarists add 3/16-inch bronze or silver stars to show successful completion of additional courses which move them closer to achievement of the AUXOP device. AUXOP designation recognizes the successful completion of all AUXOP requirements, and entitles the Auxiliarist to wear the AUXOP device. Once the device is earned, the Specialty Ribbon shall be removed."*

6. Mandated Training: New mandated training course requirements for all Auxiliarists are still being developed. CG-5421 is working on putting all of these courses on a CD/DVD available from ANSC. Completion of this project is not expected until early 2011. The following new mandated training course and frequency requirements will be placed in effect at that time:

- a. Required to be performed by all Auxiliarists during their first year of enrollment and then once every five years thereafter:
  - (1) Suicide Prevention.
  - (2) Security Education & Training Awareness.
  - (3) Privacy Awareness.
  - (4) Prevention of Sexual Harassment\*.
  - (5) Sexual Assault Prevention.
  - (6) Human Relations Awareness.

*\* Prevention of Sexual Harassment (POSH) (effective immediately): This course has been developed by the Defense Equal Opportunity Management Institute (DEOMI). It has been reviewed and approved for Auxiliary use by the Chief Director of Auxiliary (CG-542). It now replaces prior Sexual Harassment Prevention (SHP) training materials, and a corresponding AUXDATA field for completion entry is available. The course is only available on DVD from ANSC. It should be reviewed by the planned facilitator before presentation because it requires a nominal degree of audience preparation (e.g. - having pen/paper ready for pre/post quizzes) and it is designed for discussions throughout its presentation.*

- b. Required to be performed only once by all Auxiliarists (new members during their first year of enrollment):
  - (1) Ethics Training.
  - (2) Influenza Training.

7. The purpose of this list is to keep Auxiliarists as well as all other interested parties abreast of current developments, policies, manuals, etc. All information contained herein and linked is OFFICIAL policy and information.

# 2011 DISTRICT EXECUTIVE BOARD



2011 Executive Board (from left to right): CDR Greg Matlin, COMC Michael Johnson, IPDCO; COMO Harry Jacobs, DCO-e; Mary Klock, DCAPT-SD/I; Al Verdi, DCOS; Trent Kelly, DCATP-N; Dennis Grinstead

## AUXILIARY CELEBRATE BOY SCOUTS 100<sup>TH</sup> BIRTHDAY

By Doug Kroll, Flotilla 11-10

Approximately 6,000 Boy Scouts from Riverside and San Bernardino Counties gathered at Glen Helen Regional Park, north of San Bernardino on the last weekend in September to celebrate their 100<sup>th</sup> birthday. The Boy Scouts of America were founded in 1910. Besides a huge weekend campout there was a midway with many displays, a water park and various competitions. Members of Palm Desert Flotilla 11-10 participated with a public affairs exhibit that featured boating safety, USCG Academy and USCG recruiting materials. It was a valuable opportunity to support the Boy Scouts of America (with which the Auxiliary recently signed a Memorandum of Understanding), to make Scouts and their families more aware of the Coast Guard and Coast Guard Auxiliary and to promote recreational boating safety.

## COAST GUARD RECRUITING PROGRAM RESCUED

*“Rescue a recruiting program? .... Yeah, right!”*

Well, it's true. In 2009, the Coast Guard commissioned an effort to come up with a new recruiting theme or tag line. It had great success with “Team Coast Guard” in 2006 and even sponsored a NASCAR team to elevate the Coast Guard “brand” and thus enhance recruiting. They wanted something new....a facelift for the recruiting effort.

The Coast Guard came up with a new and dynamic recruiting slogan called “Born Ready” in February 2009, and Admiral Allen approved it for use in mid-2009. It featured a male and female version of video to be used as a thirty-second TV and internet video. The videos are persuasive and inspiring.

You can find the male version at <http://vimeo.com/6816490>.

The female version can be found at <http://www.youtube.com/watch?v=HnFXXKjHKgI>.

Dynamic, young people in ordinary, boring, civilian-type jobs shown breaking-out...seeing the light because they were... *–Born Ready...for Action. To use their strength and intelligence... to save lives...to defend our country....right here at home where it counts most.*”

Due to proposed budgetary constraints for FY2011, and the potential need to reduce its active duty force by 1,000 members, the Coast Guard reconsidered its recruiting strategy. Therefore, the “Born Ready” campaign was temporarily suspended...a virtual MOB, if you will, mothballed before it was christened. There are YouTube and Vimeo videos available but, in essence, there was no action.

That is probably why we didn't hear much about it earlier this year until we were searching for a recruiting theme to accompany a couple of ongoing Division 12 activities. First, USCG Air Station Los Angeles Surface Ops Training program was well underway with 21 boat crew and coxswains qualified to undertake hoisting training patrols with the Air Station helicopters and flight crews. This exciting program attracted our younger members and has remained successful for over a year – and zero mishaps!

Second, Maurizio Vecchione SO-CS, was asked to completely upgrade the division website. I don't know about you, but I like websites with videos and feeds.....lots of moving parts. Maurizio did just that, he's a real pro.

Now back to recruiting. While out looking for recruiting themes online, low and behold, I found the “Born Ready” videos mentioned above. This was great stuff....*strength and intelligence....defend our country right here at home where it counts most....save lives.* And it was on the shelf ready to go. Remembering how our flotilla 12-04 had bootstrapped on to Team Coast Guard with color guard and marching banners in 2006, visions of adapting “Born Ready” to our recruiting needs in the Division danced in my head. Fifteen and thirty-second radio spots were recorded to be used as Public Service Announcements (PSAs) and aired on radio stations in the Los Angeles market. Vecchione created great music and sound tracks behind the voiceovers. The domain [www.bornready.us](http://www.bornready.us) was acquired as the brand domain, directing all browsers to the Division website, [www.smbcga.org](http://www.smbcga.org). A CGAUX unit locator was conspicuously placed on the home page for visitors to find a local flotilla...anywhere, in case visitors from outside the division AOR came to the site. District leadership approved the program. Before anything was launched, we had the entire plan vetted by getting input from Kirk Scarborough DSO-PA, COMO Michael Johnson DCO D11SR and CDR Greg Matlin, DIRAUX. The sky was the limit! Talk about Semper P, we were ready....almost.

# BORN READY

By: Al Verdi, Division Commander, Division 12

You guessed it, a speed bump lay dead ahead. Trying to follow the chain of PA approval for such activities, which is always recommended, I was very politely advised by National Auxiliary Public Affairs that the Coast Guard recruiting department had nixed any notion that the Auxiliary could use Born Ready. That was a surprising response. Wasn't the Auxiliary being tasked to increase our numbers to fill in for active duty reductions in force?

We were bummed. We had to cancel PSA's from running just before NSWB. However, a week later I received great news! An email from National Auxiliary PA Dept, in the person of Tom Nunes (now 2011 National PA Department head) stating Coast Guard Recruiting had reversed its decision and we were good to go. Happy days were here again. PSA's went up and over 250 have aired to date on KNX 1070 AM News radio and on 980 KFWB. Listeners were actually going to [www.bornready.us](http://www.bornready.us) and on to the division site. Google analytics show increased site activity when the PSA's are aired.



## Born Ready? To Take Action



Use your strength and intelligence to defend our country right here at home where it counts most. Join the Coast Guard Auxiliary.

Date	Impressions	Clicks
Lifetime	4,132,241	534

Then Facebook exposure came into the program. Triangulating among website, internet and radio is fun and effective. Two Facebook ads were created which are shown in this article. One is *"Born Ready! To Take Action"* which is security oriented and the other is *"Born Ready! To Save Lives"* which is RBS oriented. The Facebook ads are set up to appear randomly on screens of persons aged 17 and older living in California while browsing through Facebook. When an ad appears on a Facebook page it is called an *"impression"*. When you click on an ad, it is called a *"click"* in internet advertising lingo.

Well, you may not believe it but there have been a combined total of 8,886,271 screen impressions of the ads since June 1, 2010. Not all impressions are unique, i.e. seen only once by one person, some are repeats to the same person. Facebook demographics show that 30% of all impressions are seen by persons age 17-26 and 20% are not unique, i.e. they are repeated to the same people, which reinforces the message. Of that total, 1,162 visitors have clicked on the link in the ads and gone directly to the division website as of this writing. We have confirmed that 18 actual visitors interested in membership came to the site via the Facebook ads and are now in the active signup pipeline in Division 12. It is unknown how many visitors from other Division AOR's clicked the unit locator and by entering their zip code found flotillas outside the Division 12 AOR. Measuring that statistic will be one refining task for 2011. Maurizio tells me that Google analytics on the division site reveal high activity on the web video page when the PSA's are running. In August, 2010 we expanded the geographical reach of the Facebook ads to cover Nevada and Arizona. Facebook is quite powerful that way. States and cities can be individually selected. Born Ready is now playing throughout all of D11SR.

That is how a Coast Guard recruiting program was rescued. The patient was treated at the scene and released. We continue refining the program and sharpening the message to cast a far greater recruiting net for the Auxiliary in D11SR in the social networks and by PSA's. All your feedback and comments are welcome.

## Born Ready? To Save Lives



Use your strength and intelligence to protect and teach safety to our boaters. You've got it in you! Join the Coast Guard Auxiliary NOW

Date	Impressions	Clicks
Lifetime	4,754,030	628

# BABIES GET DUMPED WHEN PWC ROLLS

By: JV Vara, Division Vice Commander, Division 11

*Silverwood Lake, Calif.* It was almost 1400 on June 19, 2010, the day was clear and breezy at Silverwood Lake, the boating ramp was busy and many jet skis and boats were coming and going. Auxiliary Vessel, Odyssey, owned by Joe H. Sharifi, Flotilla 114-11-02, was on patrol with radio guard J. V. Vara, Division Vice Commander, District 11sr, Flotilla 11-02, IPFC, FSO-MT/OP and, Carrie Olson, IQ, Flotilla 11-02, Boat Crew Trainee, Member of Auxiliary since November 2009 doing radio guard at the ramp area.

J.V. and Carrie both noticed at the same time a jet ski approaching the dock with two adults and two infants on board, loaded with gear. The male operator of the jet ski was reaching for the dock as he approached and the jet ski - with all aboard – rolled, placing both adults and both children in the water.

Thankfully, all were wearing life jackets but this was still a rescue operation. The water was a chilly 62 degrees and the traffic at the ramp was busy.

The nearest victim was the father who was holding one of the babies out of the water. As JV and Carrie reached him, Carrie took the baby from him and J.V. aided the father. Other onlookers were helping the mother and her infant.

Carrie took charge of the infant, a little boy about 8 months old. J.V. assisted the father and then called for backup on the radio for assistance with the disabled jet ski. The mother and her

infant were being helped by another person witnessing the incident.

Carrie was comforting the baby boy, removing his wet life jacket and wrapping him in J.V.'s float coat. She also used her own body heat to console and warm the child.

As the disabled jet ski was brought back to the dock, J.V. took charge of eight month twin sister and secured the jet ski to the dock. Mother, father and both infants were reunited, all safe and warm.

J.V. and Carrie demonstrated fast action, cool heads and awareness of the happenings around them while upholding the highest traditions of the United States Coast Guard and Coast Guard Auxiliary.



*Mother and Father with 8 mo. Baby girl on the dock at Lake Silverwood, photo by JV Vara.*

# BABIES GET DUMPED WHEN PWC ROLLS

Continued



USCG Aux member Carrie Olson, FL 114-11-02, holding Matthew after his ordeal on Lake Silverwood. Photo by JV Vara

Silverwood Lake is patrolled by Coast Guard Auxiliary Vessels two weekends per month throughout the boating season, Flotillas 11-02 and 11-11 members being the most active during the patrols and radio guards. On special 3 day holidays the patrols are extended to include all three days. Often boat crew trainees are brought on patrol from other flotillas for training exercises. With two coxswains, both being certified boat crew mentors, the trainees get a complete workout!

The Rangers on Silverwood Lake are always delighted to see the Auxiliary on patrol and assist them by providing a radio for contacting the Rangers if needed. Messages are passed between the Rangers and the patrol vessels regarding mishaps and suspicious persons on the lake.

Silverwood Lake was formed by the 249-foot Cedar Springs Dam. At 3,350 feet, it is the highest reservoir in the California State Water Project. The park features hiking trails, swimming beaches and designated

areas for boating, water-skiing and fishing. The lake has trout, largemouth bass, catfish and bluegill. There is a marina with a launching ramp, boat and equipment rentals, and a store. The park has picnic areas, including three that can only be reached by boat. The lake attracts waterfowl, raptors and songbirds. Canada Geese and an occasional bald eagle can be seen in the area. The Pacific Crest Trail is the jewel in the crown of America's scenic trails, spanning 2,650 miles from Mexico to Canada through three western states. The trail passes through five California State Parks: Castle Crags and McArthur-Burney Falls in Northern California; and Silverwood Lake, Anza Borrego Desert and Mt. San Jacinto in Southern California.

# SECOND ANNUAL FLY'N'FLOAT

By: Valli Compton,

*Fullerton, Calif.* On May 22, 2010, District 11 South Auxiliarists partnered with the Coast Guard and the City of Fullerton to present the Second Annual Fly'N'Float Festival at the Fullerton Airport. The Festival, which was held in conjunction with the Airport Days Celebration, was the largest National Safe Boating Week event in the United States. This joint venture covered over 300,000 square feet of space and it was estimated that over 5,000 people attended.



Auxiliarists from throughout the district worked together for almost a year beforehand planning this event with more than a hundred Auxiliarists assisting on the day of the festival. Kirk Scarborough, DSO-PA, spearheaded this effort. Roy Lay, DSO-CM, and Mark Forster, SO-CM handled logistics. Terry Rouch, FSO-PA, 6-6, arranged for a variety of vendors and exhibitors to commit to set up booths for this event. Coast Guard and Auxiliary displays, local emergency and military units, classic cars and antique airplanes,

and rides for the kids were available. Coastie, operated by Jon Ross, 6-2, and Gerry Roberts, 6-2, entertained both children and adults. A MH-65C Dolphin helicopter from Coast Guard Station Los Angeles, a 25 foot Coast Guard Rescue Boat, as well as a PWC and an Auxiliarist patrol facility were on display. A food court featured a full barbeque, provided for, and manned by Don Vary, 6-7.

The Opening Ceremony was emceed by local radio personality, Chuck Street. After the presentation of colors by the Coast Guard Auxiliary Honor Guard and the singing of the National Anthem by Ms. Kristen Romero, Street introduced guest speakers from the cities of Fullerton, Buena Park and Anaheim, as well as the Coast Guard and Auxiliary. The highlight of the event was the introduction of special guests - members of the WWII Tuskegee Airmen and WWII Women's Air Corps. One of the Airmen, Oliver Goddall, was celebrating his birthday so as a special treat, a Lena Horne look-a-like, Miss La Trycee Fowler, surprised Goddall with a rendition of "Stormy Weather". There were few dry eyes in the crowd as she belted out its haunting melody to honor this hero! The opening ceremony concluded with the Troy High School (Fullerton, CA) ROTC Drill team performing precision drills.

Thru the efforts of these Auxiliarists, along with the countless others who contributed to this effort, the importance of safe boating, along with the goals and missions of the Coast Guard and the Auxiliary reached a large audience. The huge success of the Fly'N'Float Festival exemplifies tremendous teamwork!



# SUBMITTING FACILITY DAMAGE CLAIMS

By: Bruce Kelton, District Staff Officer - Legal



We all hope it doesn't happen, but occasionally Auxiliarists who are active on patrol will experience damage to their facility which is eligible for reimbursement from the Coast Guard. (This includes related equipment such as a boat trailer or towing vehicle and mobile radio facilities.) While reimbursement for damages is made on a case-by-case basis by the Coast Guard, with no "up-front" guarantees of payment, it is necessary for the claimant to present as complete a claim as possible to maximize the potential for full reimbursement.

The purpose of this article is to help you assemble your claim in a manner that expedites your claim and maximizes your reimbursement potential.

The first distinction to make is whether your damage is **patrol related** or **catastrophic**.

For a **patrol related** claim you must be under orders and the damage must have an identifiable cause, such as striking submerged debris, making contact with another vessel, pier or other object, or crew error (the standard of denial of a claim resulting from crew error is gross negligence).

A **catastrophic** claim is for failure of a major component of your facility as a result of normal "wear and tear" which may occur at any time.

While documentation differs and is discussed below, both types of claims must be submitted to your Order Issuing Authority (OIA) within 6 months. If longer, your claim may be denied unless you provide an acceptable explanation of why there is good cause for the delay. And, of course, the coxswain (or pilot if the facility is an aircraft) must report the incident or failure to your OIA within 24 hours and your facility made available for inspection, if requested.

**Patrol Related Claims:** Your submission to your OIA must include: (A) your completed AUX Claim Worksheet, signed and dated, including your explanation and crew statements, and with a specific amount requested in the first box of Part X; (B) your orders for that day, and (C) two written estimates of the repair/replacement costs (an exception may be made when circumstances make obtaining a second estimate difficult or would cause additional cost, but you should provide a reason). Photographs of the damage should also be included.

A sub-category of patrol related is failure of a part with a **latent defect** which leads to damage that occurs because you were where you were under orders. As an example, some small part fails, causing steering difficulty leading to a collision with a pier. While you will not be compensated for the part itself, you will be for the resulting secondary hull damage.

**Catastrophic Claims:** This is a new category and subject to all manner of confusion. First, understand that simply because your engine fails while you are on patrol does not make your claim patrol subject to full compensation. This recently established benefit allows a facility owner to be reimbursed for failure of a major component (e.g., engine, transmission and such ~ the guide given is something that is at least 10% of the facility's total value) due to normal wear and tear. The compensation you may potentially receive is calculated by applying the percentage of Coast Guard usage to total usage. This does not mean the percentage of patrol-related hours since you purchased the boat/plane, but those hours as a percentage of the total life of the component.

To document this, it is wise to keep engine logs, documenting the start/stop hours for each patrol and each individual use. If not, help yourself by starting now, because eventually something will die and you will be in a better position to receive some reimbursement if you have adequate documentation. The easiest scenario to calculate is when you purchase a boat new and offer it as a

facility immediately (or you have replaced that component since you started recording hours). Usually, though, the facility is purchased used, or is possessed for some time before being offered. In those cases, if the facility has an engine hours meter and you've been keeping track, the percentage calculation can more easily be made. Occasionally, the facility owner does not know how many hours the boat (planes however will have an engine hours meter) had been driven before it was purchased. If the claim is for replacement, the percentage of hours given to Coast Guard use since purchase can be applied to the depreciated value of the component. If the costs are for repair, it is possible to apply generally available boat use averages for your area to approximate a percentage.

Some long-time facility owners will not have kept records from years prior to the establishment of this claim procedure, but hopefully the claims office will make every effort to work with you to arrive at a reasonable approximation of hours provided to the Coast Guard.

As to documentation to support a catastrophic damage claim, you will need to include, in addition to the items mentioned above, your purchase and registration documents, your initial and your current Offer of Use and Acceptance form, your maintenance logs (or invoices that demonstrate proper maintenance), and your hours logs distinguishing patrols and personal use. Other documents may be requested depending on the specific nature of an individual claim.

For a complete overview of the claims submission process consult the "Auxiliary Claims Handbook" (MLCLANTINST M5890.3A) available from DIRAUX.

**Please Tune-In for the  
Administrative NET  
Each Tuesday  
1930 Hours  
Important Announcements  
from the DCO & Select DSOs.**

**I WANT YOU!**  
FOR THE U.S. COAST GUARD  
AND COAST GUARD AUXILIARY

# 2011 DISTRICT 11SR CONFERENCE

2011 DISTRICT 11SR CONFERENCE  
ONLINE REGISTRATION FOR CONFERENCE

<http://conference.d11s.org/>

**Friday, Saturday and Sunday – January 7, 8 and 9**  
Orange County/Costa Mesa Hilton Hotel - Costa Mesa, CA



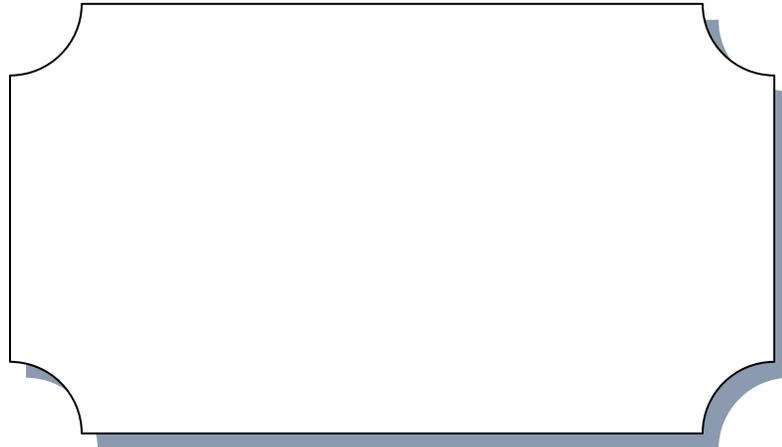
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## 2010 DISTRICT CALENDAR

**District Conference**  
January 7-9, 2011

**Please visit the District 11SR  
website for more calendar  
dates and details**  
<http://www.d11s.org>



## EDITOR'S CORNER

I would like to thank everyone for their support this past year.

I would like to take this moment and thank the PB team for their work, for without their time and dedication, our continued success would not be possible.

Bret Fendt, DSO-PB  
Bud Lathrop, ADSO-PB  
Richard Reinhardt, ADSO-PB  
Roy Berrios, ADSO-PB