



The ECHO



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Volume 41, No. 2

Published quarterly by the Division 8, the Blue Ridge Division 054-08, U.S. Coast Guard Auxiliary.

There is no cost to the government as the cost is borne by Division 8, a volunteer unpaid civilian body whose mission is to assist the regular Coast Guard in promoting and maintaining safety on the water.

Upcoming Events

Division 8 Meeting

8 August
Claytor Lake
Sponsored by Flotilla 83

Fall Elections Meeting

24 October
Louisa County Library
Sponsored by
Flotilla 87

Things to Do

Max VSC's Continuing the
Mega Weeks Program

Celebrate the Coast Guard
Auxiliary 70th Anniversary
June 22

Recruit New Members

Enjoy Auxiliary Fellowship

Have a Safe and Happy
Boating Season

KARL ELSEA IS FIRST DIVISION 8 AUXILIARIST TO EARN THE TRIDENT BADGE

A second generation Coast Guard auxiliary, Karl Elsea has seen 14 years of auxiliary service. While a member of flotillas in Little Rock, Arkansas; Indianapolis, Indiana; Marina del Rey, California; New Orleans, Louisiana and his current unit, Flotilla 81, he observed first hand the many problems created by marine debris. Working with the Marine Safety office, Karl was able to put his 30 years of experience in electric utilities and contingency planning to work to clean up Smith Mountain Lake.

Over the past two years Karl has presented a substantial number of marine debris presentations to school kids in Roanoke City, Roanoke County, Botetourt County, Franklin County, and Salem City. He plans to continue for the foreseeable future fighting marine debris and performing safety patrols in an effort to reduce drowning deaths on Smith Mountain Lake.

Karl is the first Division 8 auxiliary to earn the Trident badge and was able to do this despite being a five-hour drive from the nearest Marine Safety office.

He received the award at the Fifth District Southern Region Conference in February.



“With passion, anyone can obtain the trident if there is a convergence of interest between what the auxiliary wants and what the Marine Safety office wants. I found this convergence in fighting marine debris.”

Karl Elsea on earning the Trident Badge

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BRIDGE VIEW



Hello All Team 8 Members:

Let me begin by applauding Marty Hallgren, FC-85, for making arrangements with the Lynchburg television stations to do a series of

Auxiliary Public Service Spots. One was a half hour interview about the work of the Auxiliary, Boating Safety and Life Jacket use. He did a series of Life Jackets spots covering their use for all ages from children through adults. These will be aired during the month of May. I suggest that all flotilla leaders take his lead, and try this with your area stations. I am certain that Marty will gladly offer help as needed.

Everyone is to be commended on the fine training that is being offered at our AUXSARDETS this month. Remember that as you train new crew members and coxswains that they must complete the required ICS Courses for certification. Susan Lowe, SO-MT, has done an excellent job for our division, and I am certain she will work with the flotillas to make this training happen. Also remember the certification standards and training necessary for Radio Watch Standers.

Remember, too, the new rule about towing, when there is a professional towing service on your lake. We tow where it is a matter of life and death; if a tow service is called, standby the boat in need, until support arrives as a safety precaution.

In closing, let me thank all of you for your support of Tom, Ginger and me on the Bridge. Let's continue to make every effort to communicate fully with each other to support our transparency ideal. Communications only work as an honest, two way effort. And it goes without saying, be safe out there on patrol. Missions, People, Civility and Service. God bless us all and keep us safe from being in harm's way this patrol season.

Ed Hollowell, DCDR-8

FILM AT 11 – SML IN THE NEWS WITH BASSMASTER PATROL

While patrol season is not usually underway until Memorial Day, two members of Flotilla 81 recently got an early start and became overnight celebrities in the process. Dean Nimax and Vincent Popowitch provided safety patrol for the Bassmaster Elite Series Tournament held 23 to 26 April on Smith Mountain Lake. On one patrol Channel 10 News Anchor/Reporter Angela Hatcher filmed the patrol and interviewed both auxiliarians. The clip which aired April 24, emphasized the

“What we have seen today would be the general public wanting to watch and coming in too close or throwing wake up onto the shoreline which is a big issue we see. The goal is to keep the pro anglers and the general public separate and safe.” Vincent Popowitch.

Auxiliary's commitment to maintain safe boating conditions for everyone.



TRAINING CENTER YORKTOWN UNVEILS NEW BOAT



Coast Guard Training Center Yorktown unveiled its new response boat at the Boat Forces Center Thursday, March 5. The 45-foot response boat will be replacing the 41-foot utility boat that has been in service for more than 30 years.

(U.S. Coast Guard photos/Petty Officer 2nd Class Nathan Henise)



DIVISION 8 PWC OPERATORS COMPLETE TRAINING



CG Aux members in orange PFD's, left to right: F87 Donna Canary, Jane Haley, Leigh Pemberton, Maureen Daniels Jean McCormick, and F81 Dean Nimax and Susan Lowe

PWC Operators of Flotilla 81 and 87, along with members of the Louisa County Sheriff's Department Marine Unit and the Louisa County Fire/EMS units attended a one day PWC Safety Training Day for first responders at Lake Anna on 15 May 2009.

The class was sponsored by the AWA, American Watercraft Association, and K38 Water Safety from Orange, CA. The sponsor representatives were Chris Manthos, executive director from the AWA and Shawn Alladio, owner and instructor from K38 Water Safety. This class was part of a two-day stop over at Lake Anna for the AWA-K38 PWC Safety Day. Friday, the class was modified and taught to members the USCG Auxiliary, the Louisa County Marine Unit and several Louisa County Fire/EMS units. The standard class was open to the public on Saturday, 16 May. This class has now become an annual event at Lake Anna. The PWC Operators from Flotilla 81 – SML were Dean Nimax and Susan Lowe. The PWC Operators from Flotilla 87 – Lake Anna were Donna Canary, Leigh Pemberton, Maureen Daniels, Jean McCormick and Jane Haley. After the introductions were made, the classroom work started.

K38 Water Safety is an established and growing family of water rescue and safety specialists committed to enhancing the occupational and recreational use of the PWC (personal watercraft). Homeland Security has

become a major defining training force utilizing Personal Watercraft.

K38 provides PWC rescue boat courses for law enforcement, military, lifeguard, fire department including other types of professional agencies and athletes from kite surfing, tow surfing, wake boarding, competition, movie stunt and safety management included. Shawn Alladio of K38 Water Safety; personally manages safety for big wave surfing and IJSBA racing events and other promotional on water activities along with trained staff members. K38 also helps create, develop and produce national and international PWC training programs for recreational and occupational use in various types of waterways worldwide.

Seeing that most of the Division 8 PWC Operators have had a minimum of at least 2 years of PWC experience and some with more than 8-10 years, the training and learning never stops here in this class. With the training experience of K38, Shawn Alladio dropped back to the basics. She has refined and developed a system to enhance your PWC handling abilities and to make you a more confident PWC Operator. PWC hydrodynamics, power points of body movement, the proper stance and PWC balancing were discussed in detail. After many years of trials and errors, Shawn has created a top notch PWC Safety Class. After a fantastic lunch provided by the AWA, we geared up

and headed to the water for the hands-on training. There were many experience levels of training and various PWC manufactures to try out and critique.

The first part of the training was called walking the deck. This is to make the PWC Operator become more at ease with working about the foot wells and stern deck of a PWC, without falling overboard, of course! Balance, body movement and stance are a big part of this drill. All the drills and lessons taught keep building upon themselves and soon you really do not think twice about doing it. It comes naturally and makes perfectly good and safe sense. After having performed the aerobic type moves for what seemed to be an eternity, we were all introduced to docking without utilizing the reverse mode on a PWC. The recreational boating public and novice PWC Operators have been all taught to use the reverse mode of the PWC for docking, maneuvering and to leave a confined dock slip. This is not the case here. As Shawn stated, not all PWC's that you may drive or rent, have this feature and you have to make it work. The dance steps we learned were now being used with docking the PWC.

As coxswains and PWC Operators, we have been all taught to come into a dock at a 45 degree angle. With using the reverse on a boat or PWC, you can make that transaction possible and dock safely. By using balance, body positioning and precisely controlling your PWC, based on its limitations, you can accomplish the same feat. There were two different approaches, an "L" turn and the 180 degree spin. After some practice and understanding the travel distance of the PWC in a turn, and timing, you can dock without reverse. One key note is that when you are committed to dock, there is no reverse used! My favorite was the 180 degree turn. By timing the idle speed of your PWC with the tighter turn radius to starboard and the engine torque, you can place a PWC just about anywhere. The idea is to

approach perpendicular to the dock at idle speed, head-on, turn hard starboard and swing the stern of the PWC towards the dock. At the moment of being turned around 180 degrees, you kill the engine and you will drift into the direction of the forward momentum. Now at the time the engine is killed, you perform a move to place you facing rearward at the stern deck of the PWC to stop the PWC from hitting the dock. It does take some practice and timing based on your PWC, but it can be done safely. The "L" turn is basically the same idea, except it is a 90 degree turn and you use your feet versus your hands to grab the dock. It's a very effective way to prevent a finger or hand from being caught in between the dock and your PWC.



Susan Lowe docking

The last of the exercises involved removing an unconscious or incapacitated survivor from the water with the PWC. This involved either pulling the survivor onto the stern deck of the boat or securing them to the portside and towing them in. Since the survivor will normally float prone in a PFD, there is no chance that the survivor would be caught in the intake of the PWC. When you use this towing exercise, you travel at idle speed.

Shawn also showed us several different ways to re-right a capsized

PWC and re-board. Everyone re-boards from the stern deck, but try it from the port and starboard foot wells. Again, K38 shows you the proper and safe way to accomplish this feat. All the lessons learned were a stepping stone for the next drill. With practice, you will become a more effective and safer PWC Operator. I am in the process of creating lessons for an Advanced PWC Operator class based on the drills and lessons from this class. I hope to maybe introduce it to Division 8 and then onto National. With the help of my PWC counterparts, QE's and K38 Water Safety, I hope that this class will become a reality for the USCG Auxiliary PWC program.



Major Donald Lowe with the Louisa County Marine Units

There were several PWC's on display to look over. The Louisa County Marine Unit had their (2) Yamaha HO (High-Output) Cruiser PWC's completed with blue strobe lights, siren and custom graphic decals. The Marine Unit leader, Major Donald Lowe gave us the grand tour. I'm sure that everyone will get a good look at them during the Memorial Day weekend patrols at Lake Anna.



Sea-Doo GTX Si

Chris Manthos brought along his new toy, the 2009 Sea-Doo GTX Si with the integrated braking system. Yes, I did say a brake! I think that after everyone got a good look and hands-on with this machine, we all have dubbed it "The Beast", and for good reasons. It is one of the largest PWC's manufactured. It is just under 12-feet long and has a 4-foot beam. It has a 255 hp Rotax 4-TEC supercharged engine and weights in at 948 pounds. It has an intelligent suspension system making the hull move independently from the upper hull for a smooth ride. Options are a depth finder, retractable mooring lines.



"The Beast"

Now, I am working with the AWA and K38 Water Safety to have a similar class taught down at Smith Mountain Lake and to make this an annual event as well. We are working with several different agencies and sponsors and I hope to get a date for the first SML PWC Safety Day to you shortly. With all of the new PWC laws taking effect on 01 July of this year, we need to promote PWC safety more than ever to the recreational boating public. With the help of the AWA and K38 Water Safety, we can make this a reality.

Dean Nimax
FSO-MT -81
ASO-QE-8
PWC-QE-District 5SR

Photos by Shawn Alladio of K38 Water Safety

THE NATIONAL STAFF WANTS YOU

If you recently checked one of the May 14th postings on the “*What’s New*” page on the U.S. Coast Guard Auxiliary website, you would have seen the notice that the National Personnel Department is creating a “*Talent Bank*” of members who would be interested in serving as National Staff Officer. Speaking from personal experience, this is an excellent opportunity to work with members located throughout the Continental United States, Guam, the U.S. Virgin Islands, and Puerto Rico.

Since October 2008, I have been a National Staff member in the Personnel Department, holding the office of Branch Chief – Databases (BC-PRD). My main responsibility is to maintain the web page and associated programs for the Automated Volunteer Referral System –

www.auxdept.org/general/signUp.php.

This system allows a person who is interested in joining the Auxiliary to enter their contact information on a screen (required fields are email address and Zip Code; phone numbers and a mailing address are optional) and then have the information sent to the District Personnel Staff Officer within their Zip Code.

The DSO-PS or ADSO-PS forwards the contact information to the SO-PS for that Division who, in turn, contacts the FSO-PS in the flotilla closest to the prospect’s hometown to follow up on the request. Included in the system is the ability for the DSO-PS to enter information to track the progress of the prospect’s path from initial contact to a member in AP status. The Personnel Department utilizes a report from the system containing a breakdown of new members by District which is sent to

the Auxiliary’s Leadership for a review of manpower and retention trends. If you think you would be interested in joining the National Staff, I’d suggest checking the Organizational Charts and position descriptions for each of the Auxiliary’s Departments – most all have them – to obtain an overview of their functions and responsibilities. Then contact them to get started in a job that is totally rewarding in terms of satisfaction and learning opportunity. You can view any of the available positions on:

<http://www.nws.cgaux.org/members/wantads/announce.php>

Jeff Demers
Branch Chief – Databases
National Staff – Personnel
Department
United States Coast Guard Auxiliary

RISK ASSESSMENT

This is a story about two auxiliaries. The names have been changed to protect the guilty and innocent. Jerry was the Coxswain and Mark was his crew. They went out on a night SAR; and after completing the mission, they were on the way back to their marina. Jerry had a heavy hand on the throttle. As they were approaching the marina, the vessel struck a lighted steel ATON that Jerry had passed numerous times before. Jerry and Mark were both injured but Jerry managed to call 911.

Fortunately the boat stayed afloat. To his surprise the fire/rescue boat

responding was a fellow auxiliary and a good friend, Imagine Jerry’s surprise and embarrassment. After the investigation by the Coast Guard, Jerry was found to be at fault and no claim would be paid out. Consequently, Jerry’s boat was totaled and he was suspended for a year. All this happened because Jerry was not traveling at a safe speed for conditions and a proper lookout was not kept. Mark had very serious Injuries compared to Jerry’s but they both recovered. I don’t know if Mark and Jerry are still friends. The moral of

this story is to be aware of changing conditions around you and evaluate the risk.

When complacency sets in, so does danger. That’s how accidents happen.

Tom Rundell, FSO-MA-83

Tom Rundell has been an Auxiliary for more than 25 years. He formerly owned a Marina on the Hudson River in Highland Falls, N.Y., and has written a series of stories from his experiences about boating mishaps that could and should have been avoided.

10 THINGS TO REMEMBER WHEN MARKETING TO MILLENNIALS

1. They’re not like you. Accept it. They’re more technologically advanced, so you’ll always be struggling to keep up. Try to, anyway. Your message might be squarely on target, but if it’s in the wrong media, the Millennials will never hear it. Remember: Like it or not, you’re going to have to adapt your messages to their interactive media preferences: blogs,

websites, IM, gaming, iPods, social networks, etc. But don’t discount the value of traditional print materials. Research shows that Millennials want it ALL.

2. They’re team-oriented. We “pre-Millennials” (Boomers and Xers) grew up in an era that glorified rugged

individualism. Then the Soviet Union disintegrated, and the pendulum began to swing toward collective, collaborative team effort. Schoolwork for Millennials often translates to “group work.” Remember: These aren’t kids who necessarily want or like to “go it alone.” Be sure your messages including visuals show more interaction than isolation.

3. They're more conservative. Let us count the ways – spiritually, politically, sexually, behaviorally. Count on the Millennials to be more orthodox – without being particularly judgmental. Somehow, they manage to be more accepting of differentness (in beliefs, sexuality, customs, and color), yet less inclined to “color outside the lines” themselves. Remember: The Millennials see themselves not as rebels, but more as the protectors and improvers of culture, society, and strong values.

4. They value privacy – as they define it. Millennials have grown up with a strong sense of their “own space.” They've never had to share a television or a walkman, much less a bedroom. Yet, they don't seem to be bothered by the intrusions of security cameras, metal detectors, and airport security. Another paradox: They're more modest in dress and behavior, but they'll “let it all hang out” on their blogs, and freely give out their email/IM addresses. Remember: While they resist sharing their space or their things, they'll easily share (and even bare) their souls, at least electronically. So try to give them at least the illusion of physical space, and don't hesitate to ask about (and read) their blogs.

5. They're tight with their parents. An umbilical cord may stretch, but when it comes to Millennials and their “helicopter” parents, it never seems to snap. Unlike previous generations, Millennials aren't trying to gain

independence from their parents; on the contrary, they rely on mom and dad for everything from financial support to decision-making. (What college to choose, for instance.) Remember: Parents are the silent partners in all your communications with Millennials – and sometimes, they're not so silent at all.

6. They're straight-shooters. Generally speaking, Millennials are a “tell it like it is” generation. They know reality; they know virtual reality; and they know the difference between the two. Thanks to their immersion in the modern media, Millennials are mostly immune to traditional advertising with its false promises and fake premises. Remember: Millennials have an uncanny ability to sniff out – and dismiss – hyperbole. On the other hand, they naturally gravitate to things that feel real to them. Make sure that your organization's talk matches your walk.

7. They're programmed. If you expect them to be free spirits, expect to be disappointed. Millennials grew up following a rigid schedule, going from music lessons to soccer practice to tutoring sessions. They have little concept of “downtime”; for them, multi-tasking is just the normal way of life. Remember: Millennials aren't dreamers. They're goal-oriented planners, many of whom have already “mapped out” their futures. Make a clear case for why and how your institution best fits their plans.

8. They gravitate toward things that can be measured. Not surprising, since they themselves have been measured, assessed, and benchmarked their entire lives. No generation has endured more standardized testing than this one. It's only fair, then, that they use “standardized measurements” – U.S. News rankings, average SAT scores, grad school acceptance rates – to assess prospective colleges. Remember: If you don't “measure up” to the competition in terms of numbers, be creative in communicating the things about your organization that can't be quantified. (This may be a case that calls for professional expertise from outside your organization.)

9. They are privileged, but don't see themselves that way. Millennial teens expect to have their own cars, cell phones, laptops, and well-used passports. To them, these aren't luxuries, but simply the necessities of life in the 21st century. Yet in survey after survey, Millennials describe themselves as “ordinary” and their lifestyles as “moderate.” Remember: What Boomers and Xers view as luxurious, Millennials simply see as the norm. Your greatest challenge: To impress young people who aren't easily impressed.

10. They want to change the world. Don't confuse them with the “Me Generation.” Millennials are actually more of a “Not me first, but my community first” generation. They are not rebels, but collaborators who embrace things like community service, civic involvement, and the “greater good.” Remember: Don't appeal to their sense of self-importance, but to their selfless synergy. Given the opportunity, Millennials can make your organization better, smarter, nicer, and stronger. In other words, they have the potential to be your greatest marketing force ever.

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Demographic chart courtesy of Andy Gibson,
FSO-PB-87

