



# DCDR's Corner

By JOE RILEY, DCDR

I could not be more proud of the members of Division 3 who devoted so many hours of volunteerism to the Coast Guard and the recreational boating public. Y'all have done a great job representing the Coast Guard in the tradition they have become accustomed to and relied on --Division 3 members have truly been a "Force Multiplier".

Congratulations to Fl 33 for achieving 1<sup>st</sup> Place in the Division and to Fl 3-10 for 2<sup>nd</sup> Place. Both scored higher than every other Flotilla in the 5<sup>th</sup> SR!!! Special recognition goes to Brian McArdle for his stellar performance as Auxiliarist of the Year and his individual accomplishments in reaching out to the boating public through his Program Visitor and Public Affairs initiatives. Also, kudos to Jim Thomas as Coxswain of the Year and Brian McArdle as Crew-person of the Year. **BZ to all!!**

Members contributed over 41,000 hours in support of recreational boaters and the Coast Guard --the send highest of 20 Divisions in the entire 5<sup>th</sup> CG District Southern Region. Together you've placed the Division in first place in the District in Operations, Public Education, and Member Training. That's where it counts!! Please stand proud for your accomplishments!!

**I thank and salute you for your dedication.**

Our legacy as the traditional top 1st or 2nd in the entire District is extremely laudable.

But we have never rested on our laurels. 2009 will bring new challenges to members but I am confident you will meet the challenges through increased teamwork at the Flotilla level and through greater inter-Flotilla cooperation. We must increase Vessel Safety Checks to reverse the downward trend of complimentary vessel safety checks (-37%) and we must be ready for the hoped-for influx of VA boaters who need to take a boating safety course.. But we must be ready and able to conduct safety and marine awareness patrols too. I am confident we'll do it all and even better

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Joe Riley, Commander, Chesapeake Division

—Gary Palsgrove

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# DCDR Remarks

By JOE RILEY, DCDR

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than 2008.

A challenge to each member: Do 10% more and recruit a new member each and help anyone in REYR re-new a much needed qualification and get it done!!!

Thanks to all and may the best Division in the District remain tops in the District!!

*Joe*

## DVCDR Remarks—Marketing and Outreach: How and Why it Works

By COMO JESSE HARRUP, JR.

When we mention these two terms, what normally comes to mind? The process of selling someone something is one layman definition of marketing. Must it be a dollar sale? No; it can be a process of “selling” an idea or a message with there being no fiscal exchange of any kind. The U.S. Coast Guard Auxiliary, however, is involved in both types: business related—through its incorporated arm—the Coast Guard Auxiliary Association [CGAuxA] which is a 501 c 3 organization, and the marketing of messages and volunteer services—through its operational arm—the departments and districts which make up the Auxiliary.

We have three main marketing businesses:

- 1) educational products,
- 2) boating courses, and
- 3) boating products.

To whom do we market these businesses? 1) Auxiliary members, 2) the recreational boating public, 3) private course providers, 4) retail re-sellers, and 5) governments.

In the area of State governments we have a dedicated officer in each Auxiliary district (the State Liaison Officer—SLO), for each state within that district, who market the Auxiliary programs to each BLA for partnership operations.

The Auxiliary works very closely with NASBLA to ensure that our education courses are “NASBLA Approved”. While the course instruction is free, there is a charge for the course materials, which the customer/student receives to take home as a valuable RBS reference resource. In this one forum there are two marketing and outreach efforts which occur:

- 1) the “outreach” to boaters to inform them of education and

RBS safety, and 2) using our public education class settings to “market” the Auxiliary as an organization to which they may join. Without marketing and outreach, the Auxiliary could not sustain itself and grow.



**COMO Jesse Harrup, Jr.**  
**Vice Commander, Chesapeake Division**

—From the files of COMO Jesse Harrup, Jr.

The Auxiliary has a separate Department of Public Affairs (PA) and a National Marketing Group which both independently, as well as in coordinated efforts with each other and the CGAuxA, market our organization to our varied customers. The major thrust for Auxiliary Marketing in 2008-09 will be to increase the image of the Auxiliary, better branding of Auxiliary programs through advertising and promotions, promote internal support of RBS programs, and assist in increasing Auxiliary membership through targeted recruitment initiatives. Among our many PA efforts, in the districts, are missions which center around boating safety information (outreach) and recruiting (marketing), manned by our members in thousands of venues throughout the country each year.

Our outreach effort primarily manifests itself in the form of Memorandums of Understanding and Agreements (with such government agencies as the U.S. Army Corps of Engineers and various states and such private sector organizations as BoatUS, West Marine, Boaters World Stores, State Farm Insurance, Soundings Magazine, et. al...) most often coordinated by either the Department of Boating or the CGAuxA.

We are also in a unique position to leverage our association with the vast marketing resources of the U.S. Coast Guard and, by extension, the U. S. Department of Homeland Security, in our outreach to the boating public on such safety issues as:

- 1) marine domain awareness,

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# Honors Roll

Information Provided By JOE RILEY, DCDR

The following Auxiliarists have received "Coast Guard Auxiliary Sustained Service Award" certificates:

- Elizabeth Johnson, FI 31, 3rd Award
- Ian Duncan, FI 33, 2nd award
- Jack O'Neil, FI 3-10, 3rd Award
- Oliver Knight, FI 3-10, 7th Award
- Gary Palsgrove, FI 3-10, 7th Award

The following Auxiliarist has received the "Auxiliary Operations Award":

- Frans Kasteel

The following Auxiliarists have received "Auxiliary Search and Rescue Specialists (AUXSC&E):

- Erik Amato
- Carroll Barrack
- Julian Everly
- Dick Flaherty
- Charlie Thomas
- George Schluderman
- Ron Schiller
- Joyce Shelton
- Glen Thomason
- John Walsh

Please join us in congratulating these members on their achievements.

## DVCDR Remarks—Marketing and Outreach: How and Why it Works

By COMO JESSE HARRUP, JR; DVCDR

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- 2) life jacket wear,
- 3) boating education, and
- 4) vessel safety checks.

The Auxiliary is part of TEAM COAST GUARD and as such we have the ability to market independently our programs while also having the resources of the USCG to assist us in many ways.

on the many facets of marketing and outreach efforts used by the Auxiliary and CGAuxA, I do hope it has provided you examples of how and why marketing and outreach efforts are an integral part of what keeps us both viable and important as "America's Volunteer Lifesavers"® and a potential resource for the RBS missions of each state.

*Jesse*

While this article is not intended to be all inclusive as a treatise



### Do you know the names of the first ten commissioned Revenue Cutters?

VIGILANT—March 1791

ACTIVE—9 April 1791

GENERAL GREEN—7 July 1791

MASSASSACHUSETTS—15 July 1791

SCAMMEL—24 August 1791

ARGUS—Sometime in 1791

VIRGINIA—Sometime in 1791

DILIGENCE—June or July 1792

SOUTH CAROLINA—Sometime in 1792

EAGLE (The First Eagle)—Sometime in 1793

Source:

[http://www.uscg.mil/history/webcutters/First\\_Cutters.asp](http://www.uscg.mil/history/webcutters/First_Cutters.asp)

# Local Auxiliarists Teach Course in Alaska

By JOE RILEY, DCDR

Division 3 Auxiliarist recently travelled to Anchorage, Alaska to teach Search and Rescue to members of District 17. Several students from District 13 (Seattle, WA) also attended.

Division 3, 5th District Instructors were James Campbell (FI 31), Wallace Dawson (FI 33), and Judy Julian and Joseph Riley (FI 3-10). They constitute the cadre of Instructors who teach

“Auxiliary Search Coordination and Execution (AUXSC&E) Train-the-Trainers” nationwide on behalf of the National Search and Rescue School at Training Center in Yorktown, VA.

Seventeen students graduated the 5-day course and were certified to teach it at their local Flotillas and train others to teach the course throughout their Districts. The “Train-the-Trainers” approach has

produced over 250 Instructors throughout the country in the past two years. In 2008 courses were conducted in Seattle WA, Phoenix AZ, Traverse City MI, Helena MT, and Orlando FL. Another course is slated for Pontiac MI in April for District 9 members.

James Campbell, Past Division Commander and member of FI 31, “Richmond”, is a SAR School Instructor and travels around

the country teaching the similar course to Coast Guard active duty personnel. He will soon celebrate his 10<sup>th</sup> anniversary as a SAR School Instructor.



**Alaskan SAR School Students.**

—Joe Riley

*“James Campbell, Past Division Commander...will soon celebrate his 10th anniversary as a SAR School Instructor.”*

## What’s Up in D3?

By JOE RILEY, DCDR

Flotilla 31 initiated contact with the Coast Guard Recruiting Station, Richmond, VA, with a view toward helping staff the Station while recruiters are in the field. Currently, the recruiting office is open “by appointment only” due to its vast territory and small staff. Reaction from the Station Chief has been very positive and appreciative.

Flotilla 3-10 conducted the AUXSC&E course for ten of its members. Over 60% of Boat Crew Qualified members have

now completed the course. All the students are also either AUXOP members already or striving for AUXOP status.

Flotilla 31 spearheaded the Division’s participation in the Richmond Boat Show. Four of the five Flotillas participated and registered over 500 attendees at the Exhibit which featured the impressive display provided by Dennis Sens, RBS Safety Specialist, 5<sup>th</sup> SR.

## Trivia

### **Facts about the USS New York, scheduled for commissioning 7 NOV 2009:**

- Bow stem is formed with 7-1/2 tons of steel from the World Trade Center.
- It is the 6th US Naval ship to be named for the state of New York.
- An earlier USS New York (BB-34) keel was laid 11 September 1911, exactly 90 years to the day before the World Trade Center was attacked.

- Motto: “Strength forged through sacrifice. Never forget.”

“On September 2001, our nation’s enemies brought their fight to New York... The USS New York will now bring the fight to our nation’s enemies well into the future.”

—NY Governor George Pataki

# Scenes from COW 2009

Photos from the Files of JOE RILEY, DCDR

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## AUXILIARIST OF THE YEAR

(LEFT) Joe Riley (DCDR3), Rita Theisen (DVCDR) and YN3 Susan Faulkner presenting Brian McArdle (SO-PA) with the “Auxiliarist of the Year” award.

## FLOTILLA OF THE YEAR

(RIGHT) Joe Riley (DCDR3) and Rita Theisen (DVCDR) presenting John Mill (FC 33) with the “Flotilla of the Year” award.



## 47 YEARS OF SERVICE

(LEFT) Lee Litchfield (FL32) receiving recognition from CAPT Patrick B. Trapp for 47 years of Auxiliary Service.



# SPOTLIGHT on Flotilla 37

By DAVID PAXTON, FSO-PA37 and HUD DAVIS, VFC, FSO-MS37



**David Paxton in the Conchito's galley.**

—From the files of David Paxton

## FS DUTY ABOARD THE USCGC COCHITO

I boarded Cochito on Sunday, March 8, 2009 after completing AUXNAV-A training at Yorktown. Sunday was devoted to meeting crew, and getting familiar with the vessel and its galley. I was able to try out equipment, and do a total tear down of the food stores, which let me do a little organization, and become familiar with what would be available. Berthing was in the bow section, where there are racks for four. I was fortunate to get a lower rack!

Actual food preparation for 12 began early Monday morning,



**Cochito crewmembers at Portsmouth.**

—From the files of David Paxton

in anticipation of 0730 departure. I didn't see an upper deck until late Tuesday, when I'd become a little more familiar with the whole process, and was able to establish a routine. Eventually, I was able to spend considerable time on the bridge observing operations and chatting with the Master Chief, and crew.

The prior AUXCHEF training, and a stint at the Little Creek Station Galley, served me well, as it is an absolute essential to do preparation planning, such as: what's going to be prepared first, how long will bacon tie up the griddle, just how long does it take to cook pancakes, will there be time to pre-



**Pancakes with brown sugar bacon.**

—From the files of David Paxton.

pare some fresh fruit, how long does it take for four pounds of hamburger to thaw, etc. And, finally, how do you pull all of this together, while doing eggs to order?

That training, and a very forgiving crew who were generous with compliments, made it all come together. My most memorable galley accomplishments were making sloppy joes from scratch (be sure to bring Betty Crocker along) after being unable to find the mix (and getting compliments such as "Gee Mr. Paxton, those were the best sloppy joes I've ever had."), and figuring out how to get them to eat fresh fruit. The fresh fruit took several days to accomplish. I began by putting sliced and sectioned apples and oranges on a plate, with some raspberry preserves I'd brought in the center. There were no takers, and I figured they were unfamiliar with the preserves, and couldn't see them anyway, as

*"And finally, how do you pull all of this together, while doing eggs to order?"*

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# SPOTLIGHT on Flotilla 37

By DAVID PAXTON, FSO-PA37, and HUD DAVIS, VFC, FSO-MS37

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the plates were blue. So, I wrapped the plate with aluminum foil, and everything stood out much better. After spreading a little of the preserves on the tips of each section of fruit, we were soon in business. Guess they call that presentation, but it sure works!

*"The experience was exhausting and remarkable. ...Honoring their service was a blessing for which I will remain thankful."*

Our voyage was to have gone off-shore to North Carolina (Ft. Macon), but troubles with an electrical cable forced a return to Yorktown for repairs. The voyage ultimately included boarding of fishing vessels in the lower Chesapeake, and offshore, moorings to the concrete ship fleet in the lower Chesapeake and at the Portsmouth Naval

Hospital, and a tour of dignitaries down the Elizabeth River. The duty formally ended upon our return to Station Little Creek Thursday, March 12, 2009, but I remained on board overnight to rest up and get organized before driving back to Richmond. I was able to get a guided tour of USCG Eagle, which was in port.

The experience was exhausting, and remarkable. The feeling of satisfaction from helping these fine members of the Coast Guard family, and getting to know them personally, is one that is hard to describe. Honoring their service was a blessing for which I will remain thankful.

Thanks so much for Ron Ellis's efforts in developing the AUXCHEF program. It is VERY appreciated by those in service.



**USCGC Cochito 87329**

—From the files of David Paxton

## MUSINGS FROM AN MST

Being well into my fifties now, it's hard to believe the old TV shows like Sea Hunt and Flipper still haunt me. When I'm out sailing, and a pod of dolphins runs beside us, I still feel like a kid. Today was again one of those days. Many may recall, the old AD Council commercial from the late 60's early 70's where the Indian Chief was paddling up the river in his Birch bark canoe, as he paddled past the tires and the filth that hugged the shore, tears ran from his eyes. Most



**Bald eagle seen while on patrol.**

—Hud Davis

Cowboys can tell you, the way you tell an Indian is, no facial hair, and they never CRY! When you make an Indian cry, you have hurt him to the core. That commercial lit a fire in me that burns to this day. The longer I live, the smarter the Indians become...

Many people ask me why I spend so much time with the Coast Guard...today as we patrolled around the perimeter fence of the facility we were inspecting. Up in the tree above

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# SPOTLIGHT on Flotilla 37

By DAVID PAXTON, FSO-PA 37, and HUD DAVIS, VFC, FSO-MS37

(Continued from page 7)

us sat our national bird, the famous bald eagle. He watched us make our way to dock. As I snapped a few pictures of him, he took his cue and spread his wings to give the fishermen below a wonderful sight. This couldn't have happened when I was a child—eagles were almost extinct. Thank the Great Spirit, someone took the time to figure out what was going on—the insecticide DDT. Can you imagine what our water would look like if many concerned people didn't care? Let me tell you about my friends at the Richmond Reserve Detachment.

We meet on patrol days at the Reserve Training Center, which is shared by the Coast Guard, Navy, and the Marines. MSTSC Floyd Greene heads up our operation, with his trusty companion MST2 Shane Olson. After we secure a vehicle, from the folks at the Defense Supply Center, we load up our float coats, life jackets and other PPE we use, along with a small library of CFR's (Code of Federal Regulations). On an average day, we will try to perform one spot check, and one scheduled inspection. The type of inspections we perform range from Pollution to Security. Believe it or not, these inspections have been going on since the days of the River Steamboat and were the first Marine Safety style of laws. While we do have some barges in our AOR we limit most of our inspections to Designated Waterfront Facilities and other similar inspections.



**Navy Operation Support Center—Richmond.**

—Hud Davis

A very interesting aspect of working with Senior Chief Greene is, his unique way he insures his assigned facilities tasks or plans, meets the requirements, and how he gets the training that is expected to be performed documented, and refined. The Coast Guard benefits greatly by the fact he is a retired Fire Chief. You can sense he cares a lot for his fellow



**MSTC Floyd Greene (L) and PO Shane Olson (MST2).**

—Hud Davis

man. I am sure he will write you up if you are dangerously negligent, but, he doesn't try to meet any quotas for fines levied.

Petty Officer Olson is the strong silent type, and very knowledgeable, as he is entering his last year in Engineering School. He is the kind of guy who always has his pen, has a spare set of

**Copy and paste into your browser to see the TV ad Hud refers to at:**  
<http://www.youtube.com/watch?v=862cXNfxwmE>

safety glasses you can use, really together personality. He plays guitar, though I have never heard him play, you can bet he's good. He just got back from some of his two week training and said he enjoyed it.

We have been patrolling together since last October and occasionally we get some other Reservists ride along with us. Lt Dos Santos has been with us a number of times but she was diverted to a different school this month. Her husband is career CG too. Master Chief Haven from Cary, NC checks in on us from time to time as does Petty Officer Fabian, a teacher in Henrico County.

If you go to the archived files at Cape May, New Jersey, look at the schools requested by Seaman Apprentice Davis, from Recruit Company, November 84, 17 November 1971 you will find at the top of my list of three choices, to be a Marine Science Technician. I often wonder how many MST's they had in those days. It has taken me 37 years to realize my goal, but thanks to an Indian in a canoe, I made it.

# Answers to Division 3 Anagram December 08

By SHARON M. BEACH, SO-PB

Thanks to responders **Donna Cook** (1st), FL31, FSO-PE and **Sam Conge** (2nd) new member of FL33 for correctly providing the following answers:

1. flotilla, 2. Joe Riley, 3. people, 4. Coast Guard, 5. recreational boating public, 6. Porthole, 7. District, 8. Sector, 9. Division, 10. Winter Conference, 11. Advanced Skills Weekend, 12. Sector Hampton Roads Workshop, 13. winterize, 14. member training, 15. Honors Roll



**FL 3-10 newly graduated Coastie operators Gary Palsgrove (FC), Dick Flaherty, Alvin Lynn and Carroll Barrack (FSO-PA, SO-PE3).**

—Brian McArdle



## UNITED STATES COAST GUARD AUXILIARY DIVISION 3 FIFTH DISTRICT SOUTHERN REGION

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"Porthole" photograph on front cover by  
Sharon M. Beach.

*"Semper Paratus."*

## 2009 Officers and Staff

### Division Commander (DCDR)

Joe Riley

### Vice Division Commander (VDCDR)

COMO Jesse Harrup, Jr.

### Immediate Past Division Commander (IPDCDR)

Jim Thomas

### Navigation Systems (SO-NS)

Ted Tulis

### Communications (SO-CM)

Donald Chamberlain

### Marine Safety (SO-MS)

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### Operations (SO-OP)

Bernard "Huck" Cogbill

### Public Affairs (SO-PA)

Brian McArdle

### Public Education (SO-PE)

Carroll Barrack

### RBS Program Visitor (SO-PV)

Ian Duncan

### Vessel Examiner (SO-VE)

Ian Duncan

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### Materials (SO-MA)

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### Personnel Services (SO-PS)

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### Grant Writer

David Herndon

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### Chaplain

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### Memorial Fund

Wayne Ploger