LETTER OF INTENT BY THE UNITED STATES COAST GUARD REGARDING THE PARTNERSHIP AMONG THE UNITED STATES COAST GUARD AUXILIARY, THE COAST GUARD AUXILIARY ASSOCIATION, INC., AND

NATIONAL MARINE ELECTRONICS ASSOCIATION

1. BACKGROUND. The parties to this Letter of Intent (hereinafter, "the LOI") are the United States Coast Guard Auxiliary, (hereinafter, "the Auxiliary"), the Coast Guard Auxiliary Association, Inc., (hereinafter, "the Association"), and the National Marine Electronics Association (hereinafter, "the NMEA") of Severna Park, MD. The Auxiliary supports the United States Coast Guard's (hereinafter, "the Coast Guard") mission of promoting recreational boating safety on and around the territorial waters of the United States. The Association is the only corporation authorized to conduct fundraising activities to support Auxiliary programs and serves as the conduit for receiving donations to the Auxiliary as a 501(c)3 non-profit corporation as well as for receiving boating safety or other grants and funds and accepting other items for appropriate purposes. The NMEA is a U.S.-based marine electronics trade organization that plays a crucial role in setting standards for communication between marine electronic devices. Founded in 1957, the NMEA was established by a group of electronic dealers to create better communication with manufacturers.

PURPOSES.

The purposes of this LOI are:

- a. For the Auxiliary to incorporate boating safety technical content into certain courses and seminars in furtherance of safe and enjoyable recreational boating, and to introduce important safety changes to the boating public through Vessel Safety Check (VSC) and Public Education (PE) missions. Content provided by the NMEA, a U.S.-based trade organization that sets standards for communication between marine electronic devices which define the electrical, data, and protocol specifications for how devices like GPS receivers, depth finders, and autopilots can communicate with each other on a boat, will provide beneficial and relevant enhancements of Auxiliary courses and seminars.
- b. For the NMEA to increase its reach into the recreational market by extending membership beyond the traditional marine trade market.
- c. For the Auxiliary and the NMEA to share knowledge and skills to develop, extend, and maintain their instructional materials.

EXPECTATIONS.

The Auxiliary will, at its discretion:

- a. Initiate annual stewardship meetings to keep the LOI on track and review results, and develop, as part of stewardship, an annual plan that may include media and campaigns promoting safe boating throughout the year.
- Review NMEA curricula and instructional materials and incorporate agreedupon material into Auxiliary educational products.
- c. Use approved NMEA Safe Boating* resources by:
 - (1) Including them in public education courses.
 - (2) Discussing them during VSCs.
 - (3) Including them in materials distributed during Recreational Boating Safety Partner Visitations (RBS-PV).
 - (4) Discussing them during public affairs events and outreach activities.
 - * Reference to any specific commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the U.S. Coast Guard.
- d. Share creative assets (like logo images) to create marketing, social media advertising, and public relations content, and issue press releases and social media content promoting safe boating including:
 - (1) At program launch.
 - (2) Annually during National Safe Boating Week (NSBW).
 - (3) Throughout the year as creative assets are developed.
- e. Distribute content promoting safety programs as related to this LOI. All content shall be approved by all Parties before use and the sharing of which shall be subject to appropriate review and assessment in accordance with applicable Auxiliary policies.

The NMEA will, at its discretion:

- a. Participate in annual stewardship meetings to keep the LOI on track and review results, and develop, as part of stewardship, an annual plan which may include media and campaigns promoting safe boating throughout the year.
- b. Collaborate with the Auxiliary to identify NMEA materials for incorporation into course materials and grant the Auxiliary permission to use those materials in Auxiliary written materials, seminars and webinars, as appropriate.
- c. Utilize NMEA experts in marine electronics education, installation, and troubleshooting to review Auxiliary course content related to boat systems and safety technology to improve the quality and accuracy of Auxiliary instructional materials.
- d. Provide training for Auxiliarists and Auxiliary content developers in electronics, and their underlying networks (e.g., VHF, AIS, chart plotters).
- e. Provide where available branded and co-branded safe boating program materials* for use by the Auxiliarists. All such materials will be reviewed and approved by the Auxiliary prior to publication.
 - * Reference to any specific commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the U.S. Coast Guard.
- f. Promote Auxiliary membership, public education, and VSC missions and messaging around safe boating.
- g. Include safety messaging with Auxiliary-approved content in communications, on its website, social media, and similar media.
- h. Include safety messaging with the Auxiliary during media programs and publications. All content must be approved by all Parties before use and must abide by Auxiliary requirements for the protection of copyrights and trademarks.
- i. Invite the Auxiliary to participate and provide booth space at NMEA-sponsored industry meetings, the acceptance of which shall be subject to appropriate review and assessment in accordance with Auxiliary gift acceptance policy.
- j. Share creative assets (e.g., logo images) to create marketing, social media advertising, and public relations content, and issue press releases and social media content promoting safe boating including:

- (1) At program launch.
- (2) Throughout the year as creative assets are developed.
- (3) At least monthly planned media collaborations.

The Association will, at its discretion:

- a. Promote the Auxiliary's recreational boating safety programs through advertising, public relations efforts, editorials, internal logo branding, website promotional, and other forms of communications designed to reach the recreational boating public. The Association will continue the active promotion of the Auxiliary's recreational boating safety programs during the period of this LOI.
- b. Identify the NMEA's support of recreational boating safety programs on the Association's website and other public facing media. Reference to any specific commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the U.S. Coast Guard.
- c. Continue its financial support of the Auxiliary in its efforts to implement recreational boating safety programs consistent with its responsibility to manage all fiscal matters and fundraising efforts in support of Auxiliary activities not funded by the Coast Guard.
- PERSONNEL. Each Party is responsible for all costs of its personnel, including pay and benefits, support, and travel. Each Party is responsible for supervision and management of its personnel.
- 5. NOTICE. Any notice or communication required or permitted under this LOI will be sufficient if delivered in person or by U.S. Mail, certified mail, return receipt requested, or electronically to the person immediately set forth below, or to such other address or party as one party may have furnished in writing to the other.
- POINTS OF CONTACT. The following individuals will be the points of contact for this LOI. Each Party may change its point of contact upon reasonable notice to the other Parties. Changes to this section do not require a formal amendment to this LOI.

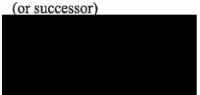
U.S. Coast Guard Auxiliary
Commodore John C. Krogmann, Jr.
Deputy National Commodore Recreational Boating Safety
(or successor)

National Marine Electronic Association Mr. Mark Reedenauer NMEA President and Executive Director



Coast Guard Auxiliary Association, Inc.

Dale E. Fajardo President and CEO



7. ADDITIONAL PROVISIONS.

- a. This LOI does not document the obligation of funds between the Parties. The obligation of funds by the Auxiliary and the Association resulting from this LOI shall be subject to the availability of funds pursuant to applicable Auxiliary policies and other laws and regulations. No provision in this LOI will be interpreted to require obligation or payment of funds in violation of the Anti-Deficiency Act, Section 1341 of Title 31, United States Code.
- b. Unless mutually agreed to by the Parties' officials having authority to obligate funds, no Party will charge another for costs stemming from its participation under this LOI.
- c. The Parties acknowledge that all activities in furtherance of this endeavor must be in full compliance with applicable law and Coast Guard and Auxiliary regulations and policies. The NMEA agrees not to take any action involving or referencing the Auxiliary or the Association that is contrary to the same.
- d. Nothing in this LOI is intended to conflict with current law, regulations, policies, or directives of the Coast Guard, the Auxiliary, or the Department of Homeland Security. If any term of this LOI is inconsistent with such authority, then that term shall be invalid, but the remaining terms and conditions of this LOI shall remain in full force and effect.
- e. NMEA agrees not to use the Coast Guard, the Auxiliary, or the Association names, insignia, or logos without the express written consent of the U.S. Coast Guard, the Auxiliary, or the Association or to make any reference to the Coast Guard or the Auxiliary that is prohibited by law or regulation. The terms of this LOI provide a limited license to the NMEA for its use of the Auxiliary name or derivations thereof, insignia and/or logos in advising its members of the benefits of this LOI.

- f. The Auxiliary agrees not to use the name, insignia, logos, or any other reference to the NMEA without the NMEA's prior written consent. The terms of this LOI provide a limited license to the Auxiliary and the Association for their use of the NMEA name, insignia, and/or logos in advising its members of the benefits of this LOI.
- g. This LOI does not create any right or benefit, substantive or procedural, enforceable at law or equity by any person, whether or not a party to this LOI, against the Coast Guard, the Auxiliary, the Department of Homeland Security, the NMEA or their officers, employees, agents, or contractors.
- h. It is agreed and understood by the Parties that by entering into this LOI, neither the Coast Guard, the Auxiliary nor the Association endorses the NMEA or its goods or services, and no representations indicating or tending to indicate such endorsement shall be made by the NMEA. The NMEA further agrees not to use the Coast Guard, the Auxiliary, or the Association name, derivations thereof, insignia, logo or other references to the Coast Guard, the Auxiliary, or the Association, which in any way states or infers Coast Guard, Auxiliary, or Association product endorsement, political or legislative position, or any other reference to the Coast Guard, the Auxiliary, or the Association that is prohibited by law or regulation.
- This LOI constitutes the entire understanding among the Parties. The Parties
 represent and warrant that their signatories have the authority to represent them.
- 8. MODIFICATIONS. This LOI may not be modified in whole or in part without the written mutual consent of all Parties.
- 9. EFFECTIVE DATE. This LOI will become effective upon the last signature of the Parties.
- 10. TERMINATION. The term of this LOI is ten (10) years from the effective date. Any Party may terminate this LOI at an earlier date upon providing the other Parties with sixty (60) days' advance written notice. This LOI will otherwise automatically renew for an additional 10-year period at the end of each term, absent objection by any Party.
- APPROVED BY.

For the U.S. Coast Guard.

Printed Name: Captain Brent R. Schmadeke, U.S. Coast Guard Position: Chief, Office of Auxiliary and Boating Safety (CG-BSX)

	Date: 10 AUG 2025
12.	ACKNOWLEDGED BY.
	For the U.S. Coast Guard Auxiliary.
	Printed Name: Commodore Mary L. Kirkwood Position: National Commodore
	Date: 15 Aug 2025
	For the Coast Guard Auxiliary Association, Inc.
,	Dirintad Namas Dala/F. Rajarda
1	Printed Name: Dale E. Najardo Position: President and CEO
,	Date: 18 August 202
	For the National Marine Electronics Association.
	Printed Name: Mark Reedenauer Position: NMEA President and Executive Director
	Data: 25 August 2025

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