

The Cape Ann Quarterly

District 1NR, Flotilla 46 – Cape Ann

Volume 3 – Issue 1, 2016

Welcome!

Welcome to the Flotilla 46 – Cape Ann eNewsletter. The main goal of this publication is to enhance communications between elected and appointed flotilla staff and the general membership. Every three months we highlight the accomplishments of the previous quarter and broadcast flotilla-related events for the upcoming quarter. Members unable to regularly attend flotilla meetings can find some of the important, interesting and exciting goings-on here. In addition, annual member training requirements and flotilla member-submitted articles are included in these pages. So, welcome to *The Cape Ann Quarterly* – your eNewsletter.

Mandated Member Training (AUXMT)

Remember: All ten Auxiliary Mandated Member Training (AUXMT) courses must be completed in order to retain your operational currency, obtain a new identification card, or hold an elected/appointed office. Is your training record complete? A weekly-updated report can be accessed via the District Member Information page, found at: <http://a013.uscgaux.info/members.htm>. Mandated Member Training includes:

Course Code	Course Number	Course Name	Frequency
SP	502379	Building Resilience and Preventing Suicide	every 5 years
SETA	810030	Security Fundamentals	every 5 years
PAWAR	810015	Privacy at DHS/Protecting Personal Information	every 5 years
POSH	810000	Sexual Harrassment Prevention	every 5 years
SAP	810045	Sexual Assault Prevention and Response	every 5 years
CRA	502319	Civil Rights Awareness	every 5 years
ET	502306	Ethics 1 / Personal Gifts	1 time only
INF	502290	Influenza Training	1 time only

**Note that IS 100.b and IS 700.a are also AUXMT taken 1 time only on the FEMA website here: <http://training.fema.gov/is/nims.aspx>

Upcoming Events

- Apr 18th, Patriot's Day Parade, Lexington, MA
- May 14th, USCG Station Gloucester Safe Boating Day Open House
- May 29th, Memorial Day Water Ceremony, Elm Park Worcester, MA
- Jun 22nd-26th, St. Peter's Fiesta, Gloucester, MA
- Jun 24th-26th, Operation Dry Water (National Event)

Commander's Corner



It's been a long time coming!

I had no idea, so long ago, that I would eventually end up here, at the helm of, what I consider to be, among the most important Coast Guard Auxiliary flotillas in the country! Think about it. We represent "America's Oldest Sea-Port"!

Lately, things at the Auxiliary have been slow. Among other things, the Mandated Training issue is taking a strain on our membership and functionality over-all. Ops is all but non-existent. Member Training and Fellowship has been spotty. It's been a ho-hum time with little interesting and not much new to get excited about. Unit moral has been fading. Attendance is paying the price. And, I get the feeling that some members, in these times, tend to focus more on the drama than on our function.

The tide ebbs and floods, and right now, it seems, the Auxiliary is in a pretty low tide situation.

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Commander's Corner (continued)

How do we get others to get excited and motivated about our mission? What I feel is needed to turn this tide around and give the Auxiliary some new life is some good old fashion street marketing mentality.



New Flotilla Commander Gardner H. Winchester II and new Vice Flotilla Commander David B. Foss understand the value of teamwork, and emphasize it in their Goals for 2016. (J.W. Keyes)

The "Newsies" of the 1800's sold the daily newspapers on the streets, calling out the headlines of the day. Their success or failure to sell their allotment often meant whether or not they could eat for the day. Some were very good at their jobs and prospered, while others failed to make the grade. The most successful understood how to market! Many went on to have successful careers and themselves became leaders, never forgetting the values they held on the streets of New York, Boston, Chicago, Los Angeles, etc.

To start with, if one person shows up to an event, they are just one, singular, alone. But if two or more show up, they project an air of unity, solidarity, camaraderie, team, and belonging! So, if at all possible, never do anything alone. This should be just as important as the mission itself! If a crew-mate cannot be found in the flotilla, look to the

division for help. On the flip side, ask others if you can help them and let the division know when you may be able to help outside of the flotilla. Remember, we're all on the same team!

Then the next step is to show off your efforts. Don't be bashful here! Stand up and tell us what you've been up to at meetings, Let the flotilla, division and district know what you've been doing, and show your fellow members through venues like our flotilla newsletter and up through the district *Nor'Easter*. They are always looking for stories to publish about member efforts. If your journalism skills are lacking, ask another member to help you write up the story (team-work?). Take plenty of pictures to include in your report. Cell-phones take wonderful pictures these days, and are almost always accessible.

Through team-work and marketing tactics, the image of the Coast Guard Auxiliary can change in everyone's eyes, and we will be seen as an entity that has a value, is interesting, has pride, and may be something that will inspire and motivate dormant members and new prospective members into action

Semper Paratus!

Gardner H. Winchester II, Flotilla Commander

Multimedia and Teamwork Bring Success to "The Finest Hours" Public Affairs Event in Gloucester

Leveraging traditional and online media sources, a small (mostly) Gloucester-based team was able to reach more than 900 movie-goers during the opening weekend of the Disney film based on the harrowing 1952 rescue attempt of the SS Pendleton. Advertising on the flotilla website, Twitter[®] account, and Facebook[®] page was just a start to getting the word out regarding the USCG Auxiliary's Recreational

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Boating Safety tie-in with the movie. Michael Bergmann (FSO-NS, Flotilla 46) provided an additional "hook" that would get the *Gloucester Daily Times* interested in placing the event on the front page of the local newspaper; a dory used in the actual filming of the movie. The dory was graciously loaned by the maritime historic preservation and education charity organization, *The Gloucester Adventure, Inc.* In addition, Tally's Towing delivered the dory free of charge.



ADSO-PA Sector Boston John W. Keyes presents one lucky winner with a Personal Flotation Device (PFD) during the premiere of "The Finest Hours" January 29th. (Photo by John Williams)



John Williams, owner and manager of Gloucester Cinema, and Operations Chief Petty Officer for USCG Station Gloucester BM1 Devan Smith get ready for the movie-going public to arrive during the premiere of "The Finest Hours" January 29th. (J. W. Keyes)

John Flanagan (ADSO-PV, Sector Boston) and John Keyes (ADSO-PA, Sector Boston) were assisted by active duty members from Station Gloucester PO1 Devan Smith and SN Peter Vasta during the three day movie premiere weekend. Safe boating materials were distributed, Coast Guard and Auxiliary PFDs were displayed, pictures were taken with the "famous" dory, and five lifejackets were raffled off to the movie-going public. Inclement weather Friday evening just served to provide the proper atmosphere for the film.

Mr. John Williams, owner and manager of the Gloucester Cinema, graciously provided the space needed for the Public Affairs display. Additionally, he included advertising for the event on the theater pre-recorded movie listing telephone message playing the week prior to the premiere. As patrons purchased tickets, Mr. Williams could be heard describing the movie dory's story and encouraging customers to enter the lifejacket drawing. Sunday evening Mr. Williams called the event a real success; bringing in a much higher volume of movie-goers than expected.



Michael Bergmann (FSO-NS, Flotilla 46) and SN Peter Vasta, from Coast Guard Station Gloucester, offload the dory used in the filming of the motion picture "The Finest Hours" during setup for the weekend premiere. Note the Chatham Station markings at the stern. (J.W. Keyes)

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Diversity 101 - What's in it for Me?

By Tom Bamford, BC-DAD

So where do we start in trying to understand what the meaning of the word 'diversity' entails? Why at the beginning, of course. Let us first go to the Merriam - Webster's dictionary to read the common definition of the word 'diversity.' Merriam - Webster dictionary defines the word 'diversity' as,

- 1. The condition of having or being composed of differing elements: variety; especially: the inclusion of different types of people in a group or organization*
- 2. An instance of being composed of differing elements or qualities: an instance of being diverse <a diversity of opinion>*

Simple and straightforward, right? It might be; however, most people when they hear the word 'diversity' their brain shuts down; the blinders go on. Why, because individuals have preconceived notions, conjured up perceptions, typically driven by the indoctrination many have had during exposure to the corporate business community.

The brain freezes up because that little word 'diversity' to them only means the consideration of only race and gender. Sure, these are part of the human existence. So are the skills, the ideas, the uniqueness, the education, the creations, the life styles, the variety of heritage and cultures, the languages, the opinions, the beliefs, the love, the hate, the challenges, the failures, the victories...where does it stop?

It can never stop. It is the fabric of humanity. And now you think, "So what. Why is this so important to me?" The little word 'diversity', nine little letters, is probably the most powerful word in existence.



Understanding Diversity briefing, Fort Myers, Florida. (Tom Bamford)

Okay, now let's get out of the 'corporate' mindset regarding diversity, and put those thoughts in perspective with regard to the Coast Guard and the Coast Guard Auxiliary. Very often it is heard, "I'm just a volunteer. Why do I need to hear about or know about 'diversity?' I have had enough of this stuff. I know all I need to know about diversity."

Well here you go. We as volunteers, yes volunteers, are part of a heritage, a culture that transcends the history of our country. Volunteers founded this country, and our organization and the volunteerism, within the Coast Guard, has remained a significant and highly valued component to the success of Coast Guard missions.

Ask yourself, "Why did I join to be a volunteer member of the Coast Guard Auxiliary and to be part of the Coast Guard?" Simple, you had something to offer. A skill, a need to support worthy missions, to give something back to your community, to be of service to your country, to have a sense of belonging and a purpose.

We have a culture, we have expectations, you have expectations, we have training standards, we have recognition, and we have a whole host of opportunities which go way beyond just boats and radios. Without any of these components our organization cannot grow, we will fail in our will not gain or retain members. "The Coast Guard deems diversity as a matter of readiness", as is quoted in one to the mandated member training courses.

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So the next time you utter those words, "I'm just a volunteer", then volunteer to bring in new people, a new shipmate; volunteer to help train someone with one of your skills; volunteer to get involved in support of the mission opportunities; volunteer to be a leader in the organization.

We all want to belong to something. You now belong to one of the greatest organizations on this planet. Consider it to be your "*Volunteer Maritime Organization of Choice*". We are shipmates, and shipmates have one another's back. Shipmates protect the honor of the Coast Guard and the Coast Guard Auxiliary, they have respect for one another, and they use their diversity of talents, skills, uniqueness, differences and similarities to focus on devotion to duty.



Seventy members from 4 Districts, 7 Divisions and 17 Flotillas took part in the *Understanding Diversity* briefing, Fort Myers, Florida. (Tom Bamford)

Diversity management is the building block to our 'readiness' now and in the future. I always like to say, "Diversity opens doors to understanding and new opportunities".

Now it is up to you...

(The preceding article was previously published in *Partners in Auxiliary Diversity*, the Diversity Directorate's bulletin, First Edition 2016.)

Flotilla 46 Accomplishments To-Date, CY2016

148 hours recorded in AUXDATA

3 Shore-side ATON Missions completed

8 hours standing NET Control Radio Watch

1 ABS Public Education Course completed

1 Suddenly-In-Command P.E. Course completed

8 RBS Partner Visits completed

1 Public Affairs Event supported

2 Member Training Events completed

2 AUXAIR MDA/Ice Mission Flights completed

Awards & Recognition, 1st Quarter 2016

David Foss - Mass. Humane Society Certificate of Bravery

Edward Bunker - 15 Year Anniversary Award

Mike Bergmann - 5 Year Anniversary Award

Ralph Milroy - Sustained Auxiliary Service Award

Ralph Milroy - Public Education Annual Service Award

Paul Maglio - Vessel Examiner Re-Qualification

John Keyes - President's Fitness Challenge (AUXFIT), Bronze

Bruce Tarr - Legislator of the Year Award, from the

Children's League of Massachusetts

Newsletter Submissions

Do you have an interesting story to tell? Submit it to the flotilla commander for review and inclusion in *The Cape Ann Quarterly* newsletter today. Mission successes, Auxiliary history, membership interest stories, and photographs are all welcome. Your story should be told.

Lifesaving Trivia

This Quarter's Question: On which Auxiliary uniform are Civil Air Patrol ribbons authorized for wear?

Last Quarter's Question: How many lighted Aids to Navigation (ATONs/PATONs) are surveyed from shore, at night, each month around Cape Ann?

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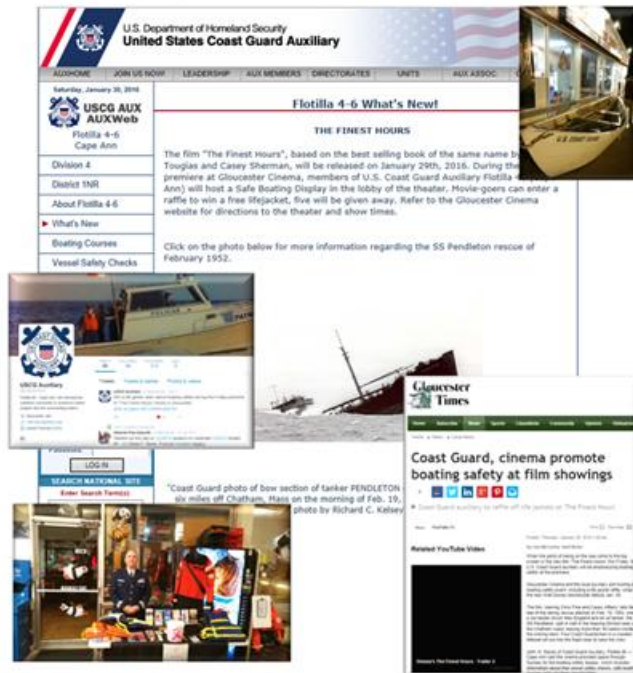
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Answer: Approximately once a month, 27 lighted Aids to Navigation are typically surveyed at night to ensure they are watching properly.

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Lighted pillar buoy number "10", located in Gloucester Harbor, is one of the 27 lighted Aids to Navigation surveyed on a regular schedule. (J.W. Keyes)



Leveraging the significant influence of social media, thousands of potential boaters are reached during the movie premiere of "The Finest Hours" motion picture. (J.W. Keyes)

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This publication received clearance on 3-25-2016.

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