



INTERCOM

New NACO at the Helm... Literally!

COMO James Vass, National Commodore, takes the helm of Miss Marla during tour of Tampa Bay. Article and photos by Dottie Riley



TAMPA, Fla.- Upon his arrival on October 31, 2010 for the U.S. Coast Guard 2010 Innovation Expo, COMO James Vass, NACO, tours Tampa Bay aboard Auxiliary vessel Miss Marla from Flotilla 72 in St. Petersburg. Aboard with him are Richard Short, coxswain (FL 72), Marla Short, Flotilla 72, and Loren Reuter, Flotilla 79, guests Veronique Koken, Flotilla 11-10, Courtney Blum, Flotilla 72, Amos Johnson, DCDR 7 and photographer Mike Moore, Flotilla 15-2. COMO Vass took the helm in Tampa's Seddon Channel. Photo by Dorothy J. Riley

The Coast Guard 2010 Innovation Expo was held in Tampa November 2-4, 2010, and on October 31, COMO James Vass, U.S. Coast Guard Auxiliary National Commodore (NACO), arrived to attend this major event.

Within hours of checking into his hotel, COMO Vass was aboard Miss Marla touring Tampa Bay. Division 7 provided two vessels, coxswains and crew for the Commodore and guests for a Public Affairs mission that brought national attention to our area.

On board with COMO Vass were Richard Short, coxswain, Vice Commander Flotilla 72, Marla Short, Flotilla 72, and Loren Reuter, Flotilla 79, guests Veronique Koken, Flotilla 11-10, Courtney Blum, Flotilla 72, Amos Johnson, Commander Division 7 (and member of Flotilla 79), and photographer Mike Moore, Flotilla 15-2.

A second vessel, Lucky Dog II from Flotilla 79 acted as 'chase vessel' and provided a platform for a second photog-

(Continued on page 4)

Division Elected Officers

Div 7	Division Commander	DCDR	Amos Johnson
Div 7	Division Vice Commander	VCDR	J. Michael Shea
Div 7	Immediate Past Division Commander	IPDCDR	Peter Lore
FL-72	Flotilla Commander	FC	James Fogle
	Flotilla Vice Commander	VFC	Richard L. Short
FL-74	Flotilla Commander	FC	Gilbert Thomas
	Flotilla Vice Commander	VFC	James W. Mulligan
FL-75	Flotilla Commander	FC	Alma Parrish
	Flotilla Vice Commander	VFC	Guy Mandigo
FL-78	Flotilla Commander	FC	Brad Marchant
	Flotilla Vice Commander	VFC	Valerie Fernandes
FL-79	Flotilla Commander	FC	Tim Teahan
	Flotilla Vice Commander	VFC	Theresa (Bunny) Johnson
FL-7-16	Flotilla Commander	FC	James Newman
	Flotilla Vice Commander	VFC	Linda Harwitt



We're on the web!

<http://cgauxdiv7-7.org/>

You can contact any of our officers through the Division website.

Division Staff Officers

Communications	SO-CM	Terence E. Affeld
Communication Systems	SO-CS	Joseph Parrish
Finance	SO-FN	Wally Lowry
Information Systems	SO-IS	Alma Parrish
Materials	SO-MA	Ronald G. Matz
Marine Safety	SO-MS	R. Craig Starns
Member Training	SO-MT	Clifford J. Martin
Navigation Systems	SO-NS	Marvin Bayles
Operations	SO-OP	Clifford J. Martin
Public Affairs	SO-PA	Timothy Teahan
Publications	SO-PB	Dorothy J. Riley
Public Education	SO-PE	Steven B. Plass
Personnel Services	SO-PS	Heleyde Aponte
Program Visitor	SO-PV	Glenn Dobos
Secretary	SO-SR	Elizabeth Senesac-Barone
Vessel Examinations	SO-VE	Richard Bailey

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Words from the Helm....

Amos Johnson Division Commander (DCDR)

In Good Hands.

As we come to the end of the year, I would like to thank all of the members of Division Seven for the work that they have done. The hours have been many and the pay has been little. We all accept the gratitude of the Coast Guard, and of the public we serve, as our income from this effort.

Now let me tell you about my week. You may have heard that the National Commodore, James Vass, was coming to visit Tampa. Well, we had the opportunity on a Sunday afternoon to take him out for a familiarization tour of the Port of Tampa and for about two and a half hours two vessels full of Auxiliarists had about the best up-close-and-personal visit you could ever imagine. We talked about every conceivable topic, from Auxiliary programs to hunting and fishing. We all hated that the afternoon had to end, but I can tell you that the Auxiliary is IN GOOD HANDS.

The next chapter in my week came very early on Friday morning at Sector St. Petersburg when they received a visit from Admiral Robert Papp, Commandant of the Coast Guard.

It was a very early morning for me, but well worth it as we heard from him his plans for the Coast Guard, including Reserves and Auxiliary for the upcoming years. He conducted an informal "chat" with the two hundred of us, including a question and answer session. He also recognized two Guardsmen and our own Cliff Martin as "Shipmates" for the special effort they put forth for the Coast Guard. After listening to him for an hour, I think I can say that we are all IN GOOD HANDS.

But the day was still young. We were summoned to the Windjammer Club following the session with Admiral Papp, where we had a smaller group from Station St. Petersburg. There we met with Seventh District Commander, Admiral William Baumgartner, and Captain Sheryl L. Dickinson, Commander, Sector St. Petersburg. Along with a Guardsman, Division Seven was honored with a Meritorious Team Award for support of the USCGC Eagle and the other tall ships that visited Tampa this summer. Cliff Martin graciously accepted on behalf of our Division. Admiral Baumgartner then addressed us with his comments on the importance of who we are and what we do in our area. From all of this, I truly believe we are IN GOOD HANDS.

Admiral Papp said that we (Active, Reserve and Auxiliary) are the answer to people's prayers. We may not be exactly what they were praying for, but we are the answer. With all of the work we put into training and with all of the missions we do, our public has to feel that they are IN GOOD HANDS.

Thank you all for a good 2010 and let us all look forward to a better 2011.

Amos Johnson

ST. PETERSBURG, Fla.- Cliff Martin, Staff Officer-Member Training and Staff Officer-Operations Division 7, and BMCS Sean Benton, USCG, Station St. Petersburg, are presented awards by RADM William Baumgartner, USCG District 7 Commander, and CAPT Sheryl L. Dickinson, Commander, Sector St. Petersburg, at the Windjammer Club in St. Petersburg on Nov. 5, 2010. While Martin was honored earlier that morning by Admiral Robert Papp, Commandant of the Coast Guard, for his contributions to the USCG, on this occasion he accepted the Meritorious Team Commendation on behalf of the Auxiliary for support to the USCGC Eagle in June. Photo by Tim Teahan



Amos Johnson, DCDR



News and Articles by Members...

NACO at the Helm. (continued)



Above: TAMPA, Fla.—COMO James Vass, NACO, greets member David Langdon aboard the Lucky Dog II before touring Tampa Bay aboard vessels provided by Division 7. Behind COMO Vass is Amos Johnson, Commander, Division 7. COMO Vass was in town to attend the U.S. Coast Guard Innovation Expo at the Tampa Convention Center Nov. 2-4, 2010.

Right: COMO Vass stops to talk with J. Michael Shea at the conclusion of the mission. The National Commodore toured Tampa Bay on October 31, 2010.

(Continued from page 1)

rapher. On board the chase vessel were J. Michael Shea, Vice Commander Division 7 and member of Flotilla 79, (Shea was coxswain on the Lucky Dog II), David Langdon, Flotilla 72, crew, Dottie Riley, Flotilla 79, crew and photographer, Frank Toal from Flotilla 11-1 crew, and VIP guest Melvin Manning, District Captain-West (elect) (DCAPT-W). Manning is the current Commander Division 11.

One of the principal purposes of this mission was to capture images of the National Commodore interacting with Auxiliary members in an operational environment. The photographs taken on October 31st may be used across a wide variety of publications and media, and will be stored within the Coast Guard Visual Imagery (CGVI) library. This will provide our division great visibility throughout the Auxiliary. For this reason, great attention was paid to details including the coordination of proper uniforms by all crew members, appropriate sign boards and ensigns on patrol vessels, etc. Every member involved was eager to present our division in the most professional light. It is, after all, not every day that an Auxiliary vessel has a National Commodore on board!

COMO Vass is extremely flotilla oriented and thoroughly enjoys meeting the people that make the Auxiliary the organization that it is. This was evident in his easy manner and the interest he expressed when meeting our newer members.

The Commodore did not flinch when asked to take the helm of Miss Marla. On the contrary, he smiled broadly and appeared to enjoy steering up the channel.

It is good to know that our leaders 'at the top' take such great interest in supporting our flotillas and our members. Meeting him was an honor, but more than that, we may feel confident that with COMO Vass at the helm of the U.S. Coast Guard Auxiliary, we are in great hands no matter where the course leads. ☼





Don't Let Your Guard Down!

Alcoast 460/10, Commandant of the Coast Guard

For the first time in a decade, the number of Coast Guard operational fatalities has exceeded our off-duty fatalities. To stem the tide of future mishaps, I am announcing expansion of the LANTAREA

"Don't let your guard down," initiative service-wide. The initiative will reinforce our need to be ever-vigilant, both on the job and off.

It will demand every member's direct engagement. I have asked RADM Mark Tedesco, the Director of Health, Safety, and Work-life, and the Coast Guards Chief Safety Officer, to spearhead our efforts. Additional details regarding the campaign will be released within the month.

Shipmates, as you are all undoubtedly aware, 2010 has been a year in which our operating tempo and the nation's demand for our services has necessitated multiple "all hands on deck" evolutions. You have distinguished yourselves, the Coast guard, and the nation through your selfless service not only in response to the Haitian earthquake and the Deepwater Horizon oil spill, but also in your accomplishment of our myriad day-to-day missions. It is indeed an honor to serve alongside each of you. Along with pride in our successes, has also come a concern for the safety of our people, both on and off duty.

While we have had numerous recent successes, unfortunately, this year, our shipmates have also experienced tragic

loss of life and serious injury on and off duty.

Safety is a 24/7 duty and state of mind. We as an organization must continue to place safety at a premium. We will execute all missions the right way, the safe way, every time. We will extend this Ethos beyond our places of work to our off-duty time.

Promotion of safety both on-duty and off is in keeping with my guiding principles of honoring our profession and respecting our shipmates. Safety requires leadership, accountability, and situational awareness for both yourself and others. While on duty, we often operate in an inherently dangerous environment. Despite our best efforts, mishaps sometimes occur. Mishaps also occur off-duty, when our shipmates might not be exercising the same vigilance they demonstrate on the job.

There is no higher compliment than to be called a shipmate and no better goal than being a good one. Being a good shipmate means holding yourself and others accountable and being someone who can be counted upon when the alarm sounds. Safety is the responsibility of every member of the Coast Guard family. Don't let your guard down - Be a good shipmate: when in doubt, err on the side of safety and speak up when you see something wrong.

Stand a taut watch...Semper Paratus.

Safety First!

Safety is a major issue repeated during every task and every phase of the Division 7 Boat Crew Training Crew program. Instructor Larry Neu from Flotilla 79 demonstrates how to correctly set up and operate a pump on May 9, 2010 during crew training at the Gandy Boat ramp. Photo by George Papabeis, FSO-PA FL 74.



Division News....

Cohesion in Vote Reflects Cohesion in Missions.

By Dottie Riley



GULFPORT, Fla.,- Melvin Manning, current Division Commander 11 and District Captain-West (elect) presides over Division 7's election on October 23, 2010 at Flotilla 7-16 in Gulfport. Both Amos Johnson, Division Commander and J. Michael Shea, Division Vice Commander, ran unopposed and will lead Division 7 for another year. Shown are Manning, Johnson, Shea and Elizabeth Senesac-Barone, Staff Officer-Records (secretary). Photo by Dottie Riley

Amos Johnson and J. Michael Shea, both members of Flotilla 79 will head the Division 7 bridge for one more year.

The annual division elections took place on October 23, 2010 at a meeting hosted by Flotilla 7-16 in Gulfport, Florida. The elections were conducted by Melvin Manning, District Captain West-elect, one of his first official duties in that office.

Johnson and Shea ran unopposed for the offices of Division Commander and Division Vice Commander respectively. The single vote entered by the secretary for each officer speaks volumes not just to the confidence that the voting members of the division (the flotilla commanders) have in

these officers, but also to the unity and cohesiveness of our division.

Our division is blessed with many great leaders and dedicated members. The division overcame the loss of a flotilla last year in the realignment with the Coast Guard through phenomenal recruiting efforts and by working together closely, especially in the Response Department. This high level of cooperation and collaboration is evidenced by the numerous Meritorious Team Commendations awarded to members of Division 7 during the last two years. The recipients of these awards represent members of every flotilla. All of our flotillas contributed both vessels and crew to the numerous missions in support of the Coast Guard and the Aux-





GULFPORT, Fla.- Heleyde Aponte, Staff Officer-Human Resources Division 7, is presented a Certificate of Award by Amos Johnson, Commander Division 7, at the division meeting on October 23, 2010 in Gulfport. Aponte was recognized for her achievements in recruiting new members. Photo by Dottie Riley

iliary, and finding vessels with crews from various flotillas is much more common now than in years past.

Because many of the mandatory training and member training initiatives are offered division-wide, and because Coast Guard mission support is organized at division level, often members are as familiar with those from other flotillas as they are with their own members. This has resulted in some flotillas conducting more on-the-water missions because they can more readily secure qualified crew from other flotillas.

This increased level of cooperation has not reduced the distinctive personalities of the individual flotillas or changed their unique undertakings. For example, Flotilla 78 in Pass-

a-Grille has increased its focus on educating young boaters and reaching out to local area schools, Flotilla 79 in Tampa has heightened its presence at MacDill Air Force Base and at the Gandy boat ramp, and Flotilla 74 in Brandon is pushing into Polk County. All of this has resulted in more recreational boaters attending boating safety courses and more Vessel Safety Checks conducted by our examiners. Clearly, a high level of cooperation and collaboration benefits everyone.

We are sure that next year's elected leaders will continue this winning trend. Here are the election results:

Flotilla 72-- St. Petersburg

Rick Short--Flotilla Commander
Gene Keller--Flotilla Vice Commander

Flotilla 74-- Brandon

Gil Thomas--Flotilla Commander
Ken Morningstar--Flotilla Vice Commander

Flotilla 75-- Ruskin

Alma Parrish--Flotilla Commander
Guy Mandigo--Flotilla Vice Commander

Flotilla 78- Pass-a-Grille

Bradley Marchant--Flotilla Commander
Jim Armstrong--Flotilla Vice Commander

Flotilla 79-- Tampa

Elections November 15th

Flotilla 7-16 Gulfport

Elections on November 17th☼



TAMPA BAY-- Support provided to the Joint Communication Support Element (JCSE) stationed at MacDill AFB is one example of the level of cooperation between flotillas. In this photo taken July 10, 2010, Amos Johnson and Bunny Johnson, members of Flotilla 79 in Tampa serve as crew for coxswain Rick Short aboard Miss Marla. Short and his vessel are from Flotilla 72 in St. Petersburg. The entire training for the JCSE group, both in the classroom and on the water, included instructors and operational personnel from several flotillas. Photo by Marla Short

Flotilla News

Flotilla 72, St. Petersburg, Fla.

Jim Fogle— Flotilla Commander Rick Short— Flotilla Vice Commander



TAMPA BAY, Fla.-Flotilla 72 is ever active in operations. Above left: David Langdon, Marla Short and Gene Keller assist in the Joint Communication Support Element (JCSE) training October 13-16, 2010. This is always a favorite mission with the members. Right: Marla Short and David Langdon (background) aboard Miss Marla during one of the JCSE training exercises October 13-16, 2010. Both Photos by Rick Short

TAMPA, Fla.- Gene Keller and his vessel, Luv@1st Site from Flotilla 72 relieve the JoBe from Flotilla 79 at the Dragon Boat races on October 23, 2010 in Tampa. Crewing for coxswain Keller are David Perillo, also from Flotilla 72, and Glenn Leroy from Flotilla 79. Photo by George Papabeis, FL 74



Left: TAMPA, Fla.- COMO James Vass, NACO, tours Tampa Bay on October 31, 2010, aboard Auxiliary vessel Miss Marla from Flotilla 72 in St. Petersburg. Aboard with him are Richard Short, coxswain (FL 72), Marla Short, Flotilla 72, and Loren Reuter, Flotilla 79, guests Veronique Koken, Flotilla 11-10, Courtney Blum, Flotilla 72, Amos Johnson, DCDR 7 and photographer Mike Moore, Flotilla 15-2. Photo by Dottie Riley, FL 79





Flotilla News

Flotilla 74, Brandon Fla.

Gil Thomas— Flotilla Commander

Jim Mulligan— Flotilla Vice Commander



TAMPA BAY, Fla.-George Papabeis, Flotilla Staff Officer-Public Affairs (FSO-PA) Flotilla 74 is an avid photographer with some of the most unusual mounts and lenses in the division— or within District 7 for that matter! He is also very active in the Operations program and is boat crew qualified. The above photo is one of many that he took during the Dragon Boat races held on October 23, 2010 in Tampa. The crew is captured paddling in perfect unison. Their strokes are so efficient that little splashing is visible as the oars hit the water.

Operations

Coxswains completed five missions during the month. Of these, three were security patrols and two were training missions to complete the Division Currency Requirements. On September 17, 2010, six operations personnel completed Division Currency Requirements. On October 12, 2010, Larry Vanderyar received his Boat Crew Certificate and ribbon.

Eight Operations personnel completed the one- hour Team Coordination Training (TCT) refresher course held at Flotilla 74. A few members elected to attend the one-hour TCT at Flotilla 79.

Joe Lamb's boat has been approved for re-certification as a facility. Currently, we have eleven members qualified as crew, four who are coxswain qualified, and four facilities.

Vessel Safety Check

Thirty-three (33) Vessel Safety Checks (VSC) were com-

pleted, of which 16 passed and were awarded a VSC decal. On October 9, 2010, the Polk County Detachment inspected six boats at the Lake Shipp boat ramp, passing three.

Communications

Paper work to offer Flotilla 74 Marine VHS-FM unit as a Land mobile Radio Facility has been submitted to Division.

Human Resources

Sixteen (16) new members received their A/P numbers. Three new members have been processed (completed) and ten new members are being processed. Additionally, we have four prospective members. On October 16, 2010, Flotilla 74 conducted a recruiting effort at the ABS class at Brandon.

The Polk County Detachment leader, Robert Gibson, suffered a heart attack on August 3, 2010. On August 5, 2010, he underwent bypass surgery at the Brandon Regional Hospital. Mr. Gibson is now at home recovering and may return to the Detachment in November (with doctor's permission) He will be restricted to light duty.✿

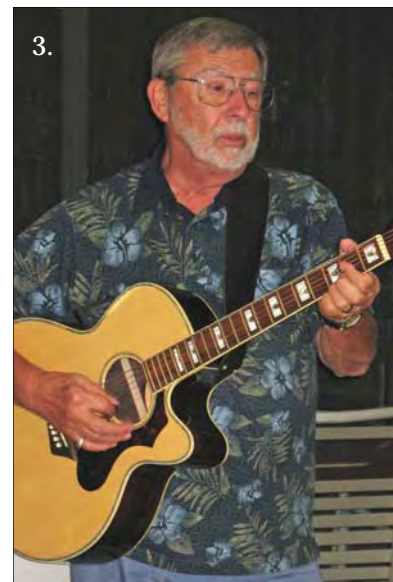
Flotilla News

Flotilla 75, Ruskin, Fla.

Alma Parrish—Flotilla Commander

Guy Mandigo— Flotilla Vice Commander

A flotilla that works hard deserves to play hard! No apologies required— fellowship continues to be one of the four cornerstones of the Auxiliary. Flotilla 75 held a social event with the theme 'A Night in the Tropics' complete with live entertainment, dancing and great food on October 2, 2010 in Sun City. It was even more fun than the photographs captured.



1. Guy Mandigo (VFC) looks like he is on his way to Margaritaville!
2. Alma Parrish (FC) poses for a picture with guest, Dottie Riley.
3. Bill Gaither entertained everyone with a few tunes of various genres. Gaither is an accomplished song writer.
4. Fred Kramer looks as if he just left Margaritaville— and maybe even sampled their beverages. (It's cola, right... with a splash of lemon?)
5. Jerry Routt and his partner, Carol, hit the dance floor enticed by Bill Gaither's lively music. Routt also manned

- Guy Mandigo. His wife, Anne is behind Cook. Engel organized the event.
7. Long-time members Phil and Rosie Butti pose for the camera.

Too bad we ran out of space! There was a tropical shirt contest for the men and a decorated flip-flop contest for the women. Some of those shots are quite amusing!

Photos by Dottie Riley





Flotilla News

Flotilla 78, Pass-a-Grille, Fla.

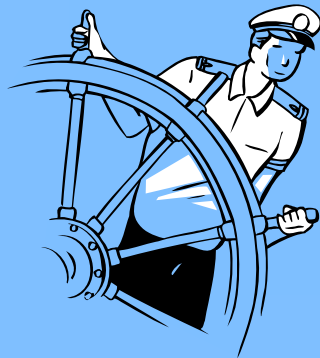
Brad Marchant– Flotilla Commander

Valerie Fernandes– Flotilla Vice Commander

From the Flotilla Commander:

Many thanks to Warren Pfirman and Eric Davis for standing watch at the Tampa Boat Show on Saturday, September 11th with me. Davis brought Peyton, his service dog, which made us the hit of the show! Families walking by could not get past us without the children asking to pet Peyton. We must have talked with 30 to 40 couples with children that we wouldn't have been able to without Peyton. Thank you for serving at the boat show!

Brad Marchant, FC



From the Flotilla Vice Commander

Just wanted to remind everyone about the **St Pete Beach Holiday Land Parade** on Saturday, December 11, 2010. We will be walking/marching again this year with a boat in tow. It was a great event last year, and everyone who participated loved it! Please mark it on your calendar. ❁

Valerie Fernandes

Good Mate Program

The Ocean Conservancy has developed a course called *Good Mate* which is used in educating the public as well as Auxiliaries. The *Good Mate* videos can be found at this link:

http://www.oceanconservancy.org/site/News2?abbr=icc_&page=NewsArticle&id=12529

A power point presentation and exam for the Good Mate course can be found at this link on the Auxiliary website:

<http://www.auxdept.org/MarineSafetyTrainingRibbon.htm>

Amanda Davis Flotilla Staff Officer-Marine Safety



Photo below left: Gulfport, Fla.-Laura Sheldon receives her Vessel Examiner Qualification Certificate from Brad Marchant, Flotilla Commander at the meeting on November 8th. Also shown are Amos Johnson, Division 7 Commander, who presided over the flotilla's elections and Bunny Johnson, Flotilla 79, guest. Brad Marchant and Jim Armstrong ran unopposed for Flotilla Commander and Vice Flotilla Commander respectively. In the foreground is Grace Marchant. Photo by Val Fernandes, FL 78



Flotilla Holiday Party

Thursday, December 9th at 6pm
Olive Garden Restaurant
6700 Hwy 19N, Pinellas Park



Flotilla News

Flotilla 79, Tampa, Fla.

Tim Teahan— Flotilla Commander

Bunny Johnson— Flotilla Vice Commander



TAMPA, Fla.—Member Cinda Hitchcock regularly visits the Armed Forces Exchange (Afees) and other stores at MacDill Air Force Base (AFB) and decided this would be a great place to set up a boating safety booth. Many of the military members assigned to the base are boaters, and MacDill boasts a beautiful private marina. On October 2, 2010, Hitchcock set up a table at the entrance to the main Afees store promoting life jacket use, boating safety courses and offering a great assortment of recreational boating safety literature. Hitchcock timed the event to coincide with the first weekend after the military payday. Assisting her were Zach Lessin shown to the left of Hitchcock in the above photo, Heleyde Aponte, Craig Starns and Larry Ivey (who is not shown). Photo on right: Heleyde Aponte shares boating safety literature with a soldier. Photos by Larry Ivey

Flotilla Members participated in several Public Affairs events including at Home Depot on Dale Mabry Highway, K-Mart and MacDill Air Force Base.

Home Depot hosted the South Tampa Safety Expo on October 2, 2010. Tim Teahan attended and gave out lots of stickers and coloring books. Jim Frijouf seemed to have as much fun as Teahan talking to the children.

Cinda Hitchcock scheduled a Public Affairs event to coincide with 'payday' at MacDill Air Force Base on the first weekend of October. Larry Ivey, Craig Starns, Heleyde Aponte and Zach Lessin assisted in passing out boating safety literature and in encouraging boaters to take a boating safety course. ❁

TAMPA, Fla.- Jim Frijouf talks to a child who appears intrigued with the yellow 'caution' tape around the fire truck and other equipment present at the South Tampa Safety Expo hosted by Home Depot on October 2, 2010 in Tampa. Frijouf holds a coloring book to give to the children. Photo by Tim Teahan.





Flotilla News

Flotilla 7-16, Gulfport, Fla.

James Newman– Flotilla Commander

Linda Harwitt– Flotilla Vice Commander

Two members from 7-16, Christa Berger and Don Rimel attended the eight hour Team Coordination Training (TCT) at Flotilla 72 on September 29, 2010. David Ditto attended the eight hour TCT training on September 30, 2010. Updates are required every five years for Auxiliarists.

Christa Berger completed the Aids to Navigation (ATON) Verifier workshop, Incident Command System (ICS) 100, and NIMS IS 700. Berger also took the CPR training at Flotilla 72 on October 9, 2010. New members should get as much training as offered because they are the future of our flotilla and the Coast Guard Auxiliary.

Flotilla elections are held in the fall of each year after the Division elections. At that time we elect our Flotilla Commander (FC) and Flotilla Vice Commander (VFC) to serve for one year. The FC then appoints the **staff officers** who also serve for one year, beginning 1 January. Staff officers are responsible for reporting on a monthly basis to the VFC and to their corresponding Division Staff Officers on activities in their areas of responsibility. A member may hold

more than one appointed or staff office, but no one may hold more than one **elected** office at a time.

The program Visitor team is close to reaching their goal of 400 visits by completing 382 visits for the year*. There is still time to do Program Visitor visits and get the materials to the Marine Dealers.

*Total visits as of end of October with two months to go. ❁

Check out the new flooring and paint in the men's and ladies' bathrooms! Jim Newman and Becky McCoy did these outstanding renovations. They have done all of the upgrades to the building this year, inside and outside.

Navegando America

Boating Safety is our primary mission, and in Florida, we have thousands of boaters who speak primarily (or exclusively) Spanish. How do we reach the many Spanish speaking boaters in our area? Members of Flotilla 79 translated a PowerPoint Presentation and other material for America's Boating Course into Spanish and offered this program for the first time on October 30, 2010 at Flotilla 79 in Tampa. Instructors included Heleyde Aponte, Scott Berger, and Al Escorihuela, with assistance from Steven Plass, Tim Teahan and Consuelo Herrera. ❁



TAMPA, Fla.- Tim Teahan, Steve Plass and Heleyde Aponte demonstrate how to effectively discharge a flare to the students of the America's Boating Course presented entirely in Spanish at Flotilla 79 Tampa on October 30, 2010. Photo provided by Tim Teahan



Consuelo Herrera serves as a model while Heleyde Aponte adjusts the life jacket at the 'Navegando America' course presented on October 30 at Flotilla 79 in Tampa. Herrera modeled several types of life jackets and their proper wear during the course. Photo provided by Tim Teahan

Staff Reports and Program Updates...



Logistics Department Ronald Matz, Section Chief

Reporting by our officers is limited to tasks performed and essential updates.

Communication Systems: Joseph Parrish

- Attended September District Conference in Orlando.
- Completed Flotilla Leadership Course.
- Repaired broken link on the division website to district boating classes web page.
- Maintained the division operations qualifications database that is accessed via the division website.
- Maintained division website calendars as requested
- Updated flotilla and division publications on the division website.
- Provided access to the Member's section of the division website to verified Auxiliaries.
- Provided website assistance.



Information Services– Theresa (Bunny) Johnson

- Attended September District Conference in Orlando.
- Everything looks to be up to date in AUXDATA. We had some problems entering workshops correctly but believe the situation has been rectified
- Forwarded all pertinent information from National to Flotilla Staff Officers-Information Services (FSO-IS).
- Requested information presented at conference by Sue Hastings, DSO-IS in order to pass on to FSO-IS. Have not received this yet, however, Bunny did pass on what she had.

- There are new transmission procedures that need to be addressed.

Comment by Ron Matz, Logistics Section Chief: As always, we thank Bunny for stepping up to the plate when needed.

Publications: Dorothy Riley

- Attended September District Conference in Orlando.
- Intercom will publish final issue for 2010 in November – please forward reports for inclusion.
- Three flotillas published newsletters this past month: FL 78, FL 79 and 7-16.

Materials: Ronald Matz

- All information coming from DSO-MA passed on to the flotilla level.
- PowerPoint presentation on proper uniform wear is available and was passed on the FSOs-MA.
- When placing orders for materials at the National Center in St. Louis, Mo., do not use the D-7 store forms. The National Center in St. Louis has its own form for placing orders.
- Penalty stamps are available in \$1.00 and \$5.00 denominations. Stringent penalties are in place for misuse of these stamps, hence the name "Penalty Stamp."



Human Resources: Heleyde Aponte

- Recruitment efforts are on-going. More candidates are pending completion of the application process.
- Learned new techniques and ideas at DCON to recruit new members and has been assisting with Vessel Examinations, Program Visits and Public Affairs events.





Staff Reports and Program Updates...



Prevention Department- Steve Plass, Section Chief

Marine Safety: R. Craig Starns

- Al Waterford, Program Manager, Commercial Fishing Vessels (CFV) and Uninspected Vessels (UPV), USCG Response Department, presented information about the CFV/UPV inspection program at Flotilla 79's October meeting.
- Attended meetings at District Conference.

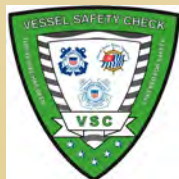
Public Education: Steven Plass

- District Legal has given approval to refer to Auxiliary public education programs as "classes" and to participants as "students." This applies to news releases and internal publications and all other communications.
- An About Boating Safely Course was presented entirely in Spanish at Flotilla 79 on October 30, 2010.
- Flotilla class enrollment continues at a normal pace.



Program Visitor: Glenn Dobos

- No special activities. Flotilla 7-16 reports on track with over 400 visits in 2010.



Vessel Examinations: Richard Bailey

- Vessel Examinations are proceeding normally and all flotillas appear to be reaching their goals set for 2010.
- No special activities were reported.



Response Department Cliff Martin, Section Chief

Communications: Terrence Affeld

Operations and Member Training: Cliff Martin

We are approaching the end of the calendar year and still have a good deal to do:

- Many members need to recertify before the first of December. I will not be able to request Qualifying Examiners in December.
- We have set up two dates, November 13 (training and PRE-QE Day) and November 20th for the Qualifying Exam (QE). We will have four vessels available for both days. Members who need to recertify have been notified.
- The division successfully completed four days of training for eighteen members of the military Joint Communication Support Element (JCSE) unit in October. This included a night navigation mission. It went very well.
- The division is planning to conduct Crew Training classes beginning on February 10th with a QE mission tentatively scheduled on April 30, 2010.
- If time permits, we will most likely conduct a coxswain class in the fall of next year. Start screening your members to make sure that all administrative details have been successfully completed.
- All Flotilla Staff Officers-Member Training (FSO-MT) need to check their unit's individual training records and make sure everyone is up to date.
- A workshop for all members who will serve next year as Flotilla Staff Officer-Operations (FSO-OP) and FSOs-MT is scheduled for December 18th. This workshop will hopefully provide the information that will allow those staff officers to hit the ground running next year. ☼

A Sunday Cruise With NACO.

By: Amos Johnson, DCDR 7

On October 31, 2010, COMO James Vass, Auxiliary National Commodore (NACO), toured Tampa Bay in Division 7 vessels. How did this all come about?

About a month ago, we found out that the newly elected Auxiliary National Commodore, COMO James Vass, was going to be visiting Tampa for the Coast Guard Innovation Expo at the Tampa Convention Center. *Why don't we offer him the chance to see the Port of Tampa from one of our facilities?* Sure, Mike Shea can take him out on Lucky Dog when he does his Sunday afternoon patrol. Tell them it is a go. *But wait, we could make sure that some photos are taken of the trip so they could be used in some of our publications!*

Why don't we put a few of our newer members on board for the Commodore to meet, and of course; we need a coxswain and two crew aboard. Now, we had better get a second vessel large enough to carry a few more people. Rick Short's boat, Miss Marla, can handle the task. Now, we have two coxswains, four crew, two photographers, four new members, myself, Mel Manning, DCPT-W(e) and, oh yes, the Commodore! That should do nicely.

Seriously, as things changed and the plan came together, we were able to enjoy a delightful afternoon visit with Commodore Jim Vass. We picked him up at the Marriott Waterside where he was staying and spent about two and a half hours with him. The conversation was non stop. New members Courtney Blum (72), Veronique Koken (11-1) and Loren Reuter (79) had the chance to go one-on-one with a very personable and relaxed Jim Vass. The Commodore was given the chance to take the helm for a bit as we toured the port and talked about the importance of our security patrols there. Marla Short (72) provided snacks and beverage while



TAMPA BAY, Fla. - U.S. Coast Guard Auxiliary National Commodore (NACO) Jim Vass (r) with District 7 Division 7 Commander Amos Johnson (l) overlooking dry-docking facilities during a harbor patrol in Tampa Bay. NACO Vass was visiting Tampa Bay for the 2011 Coast Guard Innovation Expo, and while there took the time to visit the Port of Tampa's (TPA) features. U.S. Coast Guard Auxiliary photo by Mike Moore

under way, DCDR 7 Amos Johnson (79) directed the tour, Dottie Riley (79) and Mike Moore (15-2) shot photos, and David Langdon (72) and Frank Toal (11-1) kept us safely in the channels. We were even able to show the Commodore a moving security zone around one of the Carnival Cruise ships as it left the port.

Our new leader was born and raised in the foothills of Virginia, lives now in Texas but has traveled the country and the world. Educated as a Civil Engineer, he has worked in private industry and spent time in the Army Corps of Engineers and Reserves.

He took delight in showing us pictures on his cell phone of his hunting and fishing successes. From the time spent together, I think he came away with a good feeling about the flotilla level of the Auxiliary, and now I certainly have a good feeling about our leadership and direction at the top. ❁





You are cordially invited to attend the
U. S. Coast Guard Auxiliary Division 7
2010 Change of Watch

Saturday, December 4, 2010 at Noon

**The Colonnade Restaurant
3401 Bayshore Boulevard
Tampa, Florida
813-839-7558**

Luncheon Banquet Menu: Your Choice of...

Fresh Salmon

Charbroiled, Served with Dill Hollandaise Sauce.

Jumbo Gulf Shrimp

A Unique Special Breeding, Golden Fried to Perfection.

Crunchy Fried Chicken Breast

**Boneless Chicken Breast Breaded in Our Unique Almond and Corn Flake
Breeding. Served with Sweet and Sour Pineapple Dipping Sauce.**

Tropical Chicken Breast

**Orange Marinated Boneless Breast, Charbroiled, Served with Orange
Curry Dipping Sauce over Rice Pilaf.**

Parmesan Herb Crusted Tilapia

**Two Mild Farm-Raised Tilapia Fillets, Breaded in a Unique Blend of Crunchy
Panko Crumbs Seasoned with Parmesan Cheese, Garlic and Herbs!**

All Entrees Served with Baked Potato, Tossed Salad with House Ranch
Dressing, Coffee or Tea, and Hot Fresh Muffins. Choice of Key Lime
Pie or Fresh Strawberry Shortcake a La Mode for Dessert.

Reception starts at Noon with cash bar and hot Hors d'oeuvres
preceding the Luncheon at 1:00 PM.

Members and guests welcome- \$25.00 per reservation. Please pre-pay through your flotilla.
R.S.V.P. by November 30, 2010

Dragon Boat Races Come to Tampa Bay

Article by Dottie Riley, Photos by Larry Ivey, FL 79

Members of Division 7 had the opportunity to watch the Dragon Boat Races 'up close and personal' on October 23 when the International Dragon Boat Federation (IDBF) held a 'prelude' racing regatta in preparation for the 2011 racing season.

Larry Ivey and Cinda Hitchcock crewed for Kathleen Heide on her facility, All Booked Up, one of several Auxiliary vessels that provided a safety zone during the October event. Other Division 7 vessels included the Kamstar from Flotilla 74, Ken Morningstar, owner and coxswain, with George Papabeis, Linda Brandt and August Miller, crew, and Luv@1st Site from Flotilla 72, owned by Gene Keller. Crewing for Gene were David Perillo, Flotilla 72, and Glenn Leroy, Flotilla 79. Miss Marla (*pictured top right*), owned by Rick Short, Flotilla 72 also took a watch with Stanley Clark and David Langdon, both from Flotilla 72 as crew, and trainees Courtney Blum and Tim Robinson, also from Flotilla 72.

For members new to the area or simply unfamiliar with the sport, here is some information about Dragon Boats.

Dragon Boat Racing has evolved into an Olympic sport, and while many of the regional teams are comprised of highly competitive and athletically inclined young people (under 30 years of age), the teams represent boaters of all ages. Many teams are entirely made up of people over 50 who simply enjoy the sport and the camaraderie.

"Dragon boats are long, slim, open boats used in China and made to traditional designs of various sizes and lengths. The crew use single bladed paddles to drive the boat forward. Dragon Boats have been used for spiritual and competitive purposes for over 5000 years in China, with the smallest boat, called a "Baby Dragon", having a crew of eight paddlers, while some boats are designed for more than 100 paddlers. The modern design of the International Dragon Boat Federation (IDBF) International Standard Racing Boat has a Crew of 22, con-



sisting of 20 paddlers, one drummer and a helm (steerer).

"The design of the dragon boat and paddle chosen by the IDBF Congress in 1994 was the standard size Dragon Boat as raced in the Hong Kong International Races (HKIR) the recognized 'mother races' of the modern sport.

"Dragon Boats are carvel constructed, like Junks and Sampans, not clinker built like Viking long ships.* (*see figure 1 inset*) The shape of the hull, below the waterline (an inverted gull wing form in transverse section) guides water under the boat through a "keel-tunnel". This helps the boat to run straight and gives it stability when under power."*

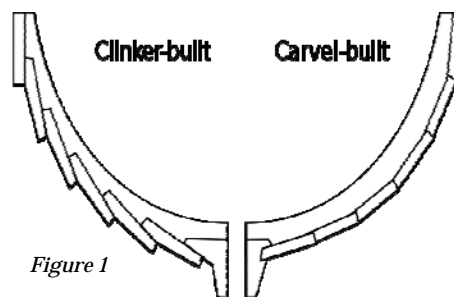


Figure 1

Tampa Bay is slated to host the 10th IDBF World Dragon Boat Racing Championship in 2011. The race held on October 23, 2010, on the Seddon Channel in Tampa was a warm-up event to the 10th IDBF World Dragon

Boat Racing Championship on August 3-7, 2011. The "prelude" demonstrated the use of the Seddon Channel race course at the 200m and 500m distances, the buoyed lanes, start line, finish line and start docks. ☼

* From Tampa Bay Dragon Boat Races web site at: <http://www.tampabaydragonboats.com/Default.aspx?tabid=364>





Above: TAMPA, Fla.- The smiles and laughter of the members of this Dragon Boat crew are as evident as the gray heads, gray beards and aging waistlines. Dragon Boat racing is popular with older populations as well as younger generations. Winning is the result of strong team building skills. All 22 crew members must act in perfect unison. A single member trying to paddle faster than the others, or one who can not keep up with the pace set by the drummer can seriously impact the boat's over-all performance. Photos by Larry Ivey, FL 79



A Volunteer Communications Strategy — 13 Steps to Driving Recruitment, Engagement and Leadership

**By: Nancy E. Schwartz,
Editor & Publisher, Getting Attention Blog & E-update**

When it comes to recruiting and motivating volunteers to ever higher and more effective levels of engagement, no organization has its work more cut out for it than New York Cares.

As New York City's leading volunteer organization, New York Cares runs volunteer programs for 1,000 New York City nonprofits, city agencies and public schools, enabling more than 50,000 volunteers annually to contribute their time, expertise and energy to a wide array of organizations that address critical social needs citywide.

In order to ensure that its massive and complex operation runs smoothly, the staff at New York Cares has spent considerable time developing and refining their volunteer recruitment strategies, whose lynchpin, not surprisingly, is communication.

I've spent some time talking with the folks at New York Cares recently, and as you'll see below, their strategies can be put to work to boost your organization's volunteer recruitment, engagement and retention rates, no matter your size.

The Challenge

In the recent past, New York Cares realized it faced three challenges that limited its ability to grow the base of volunteers serving its nonprofit partners.

1) They needed to raise "activation rates" of attendees who came to learn about New York Cares volunteer opportunities. Only 45% were immediately signing up for an assignment after their informational orientation.

2) They needed to increase the levels of volunteer engagement. The great thing about New York Cares is that it's a one-stop shop for want-to-be volunteers to learn about opportunities to help a broad range of nonprofits, and register for a project that has a commitment level of as little as just a few hours.

But New York Cares needed and wanted volunteers to come back again and again for more of the meaningful volunteer assignments they offered. "We needed to increase the average number of projects volunteers completed in order to grow the services we provide to nonprofit partners," says Colleen Farrell, senior director of marketing and communications at New York Cares.

Farrell notes that New York Cares also needs a volunteer team leader for every project they start.

3) They needed to create new leaders. "We wanted and needed a higher percent of our volunteer base to step into leadership roles. Taking a leadership role is the ultimate form of engagement and is critical to our expansion," says Farrell.

What follows is a group of key principles for volunteer communication strategies I've gleaned from my observations of New York Cares' work. I want to thank executive director, Gary Bagley, as well as Colleen Farrell, for volunteering their time and insights on how they've achieved their success. Where credit is due for brilliant insights and ideas, it is theirs alone; for anything less, I take responsibility.

The 13 Principles Driving New York Cares' Volunteer Communication Strategy

1) Understand that all volunteers aren't the same. Every group of volunteers incorporates various segments, each with distinct wants, needs and interests.

2) Get to know each segment well—very, very well. And keep in touch on an ongoing basis.

3) Use targeted interactive communications. They're the best way to move volunteers from one level of engagement to the next. New York Cares segmented its audiences and developed communications plans for each. "We focused in on volunteers, segmenting them by commitment level, and developed a new framework for our engagement with them over the course of their involvement: the Volunteer Engagement Scale (VES)," says Farrell. The VES enables New York Cares to pinpoint the best way to motivate volunteer movement from episodic to more engaged participation. This targeted, personalized approach is now the cornerstone of all volunteer communications.

4) Plan communication activities for each segment based on what you know. Planning enables you to focus on what's important in the long term, rather than be distracted by what just hit your inbox.

5) Speak directly to the "wants" of each segment.

6) Roll out more frequent, targeted communications to build engagement and motivate volunteers to act. New York Cares developed its Volunteer Lifecycle communications program—aligned with the VES—to provide key information at each stage and encourage deeper relevant engagement such as more frequent volunteering. The plan specifies how

(Continued on page 21)





(Continued from page 20)

to communicate to recruit volunteers and cultivate them from their first experiences to long-term engagement. For example, only volunteers who have demonstrated a significant commitment to New York Cares are engaged with leadership development messaging.

The plan also defines triggers for outreach including thank you emails, calls to volunteer leaders and special letters and awards for volunteers who reach key milestones in their volunteer lifecycle.

Here are some of the ingredients that make this plan work:

- Online communications are the backbone of New York Cares' outreach, a focus that enables it to manage and deliver targeted communications at a moderate cost.

- Messaging focuses on volunteer impact and outcomes (vs. outputs, such as number of meals served, volunteer hours etc.).

- Increased use of storytelling, imagery and more emotional language does more to engage New York Cares volunteers.

7) Make the ask—Converting interest in volunteering, just as in fundraising, swings on it.

8) Focus on your volunteer orientation program to ensure you're maximizing your communication activities in this critical engagement activity.

New York Cares took a three-pronged approach to increase its "activation rate." Bagley and team:

- Revamped the orientation process from start to finish. One striking change was that orientation leaders aimed to have most participants signed up for a project before they left the room.

- Streamlined communications with volunteers.

- Ensured that communications were clear and consistent, and that follow-up support was in place.

9) Put the 80-20 rule to work for your volunteer program. New York Cares focuses on the 20% of volunteers who are most highly engaged to motivate them to become even more involved, and leverages them to more effectively engage less-connected volunteers.

10) Train colleagues, volunteer leadership and board members as messengers to expand the reach of your volunteer communications. New York Cares increased the number of staff members focused on volunteer leadership development and training. The staff also strengthened its relationships

with current team leaders via increased communication, and with prospective team leaders through personal and direct asks. For example, the staff is focusing now on getting team leaders more involved by inviting them to serve as organizational ambassadors.

11) Remember that your audience's perspective, wants, needs and interests change over time.

12) Establish an active volunteer feedback loop. It's the only way to know what's relevant, what's working and what's not, and how to do it better.

13) Track outreach—responses to specific emails, changes in messaging or channels—to supplement the feedback loop. Your findings will highlight what is effective so you can do more of it. Here's how New York Cares' tracks its communications impact on increasing engagement and retention:

- Its in-house technology infrastructure enables New York Cares to track and measure volunteer engagement in real time. Farrell aligns communications metrics with the VES and tweaks continually. It's unlikely your organization has this kind of resource in-house, but online communications platforms, from e-newsletters to Facebook, provide insight into what is working for your review.

- This real-time tracking "enables New York Cares to make real-time adjustments to both communications and program delivery," says Farrell. "For example, we added more orientations and projects to the schedule last year to accommodate the influx of new people wanting to volunteer. Tracking is supplemented by New York Cares' volunteer feedback loop. The staff keeps in close touch with its volunteers' satisfaction level and wants via monthly online polling, periodic surveys and focus groups. In addition, its volunteer advisory council provides input on an ongoing basis.

Your Turn—Just Do It!

These 13 steps are making a huge difference for New York Cares. Any or all of them will do the same for your organization.

Don't be put off by New York Cares' size and sophistication. You can put these strategies (or some of them) to work for your organization, no matter its size. Select one or two steps to start with, and add more over time.

Now get to work!

*Forwarded by Tom Nunes,
Deputy Director Public Affairs
U.S. Coast Guard Auxiliary*



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Submission Guidelines:

The Intercom is always looking for articles about Auxiliarists, stories of interest, and photographs. Your articles need not be long; just make sure you include all of the basics: **Who** are you writing about? **What** is the topic or event? **Where** does the story take place (location)? **When** did, or **when will** this event take place, and finally, **Why** is this of interest, or **How** was this accomplished? Provide as much information as possible, and always include your email address or phone number. When typing, please **do not** use all caps.

Photographs should always be high resolution images. Use a digital camera that shoots images at 3 mega-pixels or better. Do not reduce the image or crop the photo unless you are an experienced user of one of the high-end photo-editing programs, i.e., *Photoshop CS®*. The final print resolution should be 300 dpi. If this sounds confusing, just send the image straight from your camera and add a description that includes who and what is depicted in the photograph, and the name of the person who took the photograph.

Take a camera with you everywhere! Vessel examinations, member training, patrols, Public Education programs and fellowship events are all great photo opportunities. Be proud of everything that you do, and brag a little bit about each other! It is a wonderful way to express appreciation for a member's efforts.