



DEPARTMENT OF HOMELAND SECURITY

The civilian component of the U.S. Coast Guard
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WebWatch Division 8, 5NR November 2012

A. PERFORMANCE NUTRITION AND SUPPLEMENTS

RADM Maura Dollymore, Director Health, Safety, and Work-Life

1. Are you getting "ripped" or ripped off? Coast Guard (CG) members must fuel their bodies with proper nutrients to function at peak performance. To assist you in making the most informed decision about nutrition and supplements, the CG Health, Safety, and Work-Life Directorate would like to share some great resources.
 - a. Operation Supplement Safety.

This new program which is featured at <http://hprc-online.org/dietary-supplements/opss>, is an initiative of the Human Performance Resource Center. This site will educate service members, retirees, and their family members about dietary supplements. Supplements are a multimillion dollar industry, but they are unregulated by the Food and Drug Administration. Be informed and know what and why you are taking supplements. This site is a great resource to get the straight scoop on your supplement questions.
 - b. Navy Operations Fitness and Fueling Series (NOFFS).

The <http://www.navyfitness.org/nutrition/> website features a great workout and nutrition system. This site, designed by Athletes Performance, has information that can help improve your exercise performance, decrease your recovery time from strenuous exercise, prevent injuries due to fatigue, and provide the proper fueling suggestions required during times of high-intensity training and weight control. Don't waste your workout by not fueling your body properly.
 - c. Choose My Plate.

This U.S. Department of Agriculture website, <http://www.choosemyplate.gov/> has menus and up-to-date nutritional information to help you and your family eat healthier. Of particular note is the new Supper Tracker Food Log, which can help plan and analyze your diet to ensure you are getting all of your required nutrients.
 - d. Choose Health Options for Wellness (CHOW).

You can go to <http://www.uscg.mil/worklife/docs/CGCHOW2012.xls> to access an assessment tool designed to help CG units evaluate their environment, and determine the extent to which people have access to healthy food options. This tool can also assist food service personnel to modify galley menus.



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e. Regional Health Promotion Managers (HPM).

HPMs are Work-Life professionals that have a great depth of knowledge and experience in health promotion and are an excellent resource for learning how to live a healthier life. HPMs can provide guidance in calculating exact caloric intake needs and can help design exercise and physical activity programs to achieve maximum fitness goals.

f. Primary Care Manager (PCM).

Members are encouraged to consult with their PCM before starting any exercise or weight loss program, especially if they have been inactive for a long period.

g. CG SUPRT Health Coaching.

This is one of the newest services the CG offers to active duty, SELRES, civilian employees and their family members. In this program, a coach will work with each individual to help develop and promote healthy life style changes. You can call 1-855-CG SUPRT (247-8778) or schedule online coaching sessions at:

<https://www.achievesolutions.net/achievesolutions/en/cgsuprt/Home.do>

2. What, when, and how much you eat can have a huge impact on your performance and on achieving your fitness goals. The CG is committed to making changes to help fuel personnel for optimal performance. I recommend all units and individuals use these resources to make healthy changes to their diet.

B. SWARINGEN AWARD RECIPIENT

RADM S. E. Mehling, Commander, Force Readiness Command

1. Congratulations to Mr. Timothy Quiram, the 2012 recipient of the Swaringen Award for Outstanding Mentorship in Human Performance Technology. This prestigious award recognizes exemplary individual achievement in the selfless development of others in the application of Human Performance Technology (HPT).
2. The nomination for Mr. Timothy Quiram, who serves as the Deputy Director of FORCECOMs Performance Technology Center, included testimonials from Coast Guard active duty and civilian members whom he mentored. Mr. Quiram was praised as one of the most distinguished, consummate professionals in the application, practice, and teaching of HPT principles and processes within the Coast Guard. He has been an advocate for HPT for many, many years and is a plank-owner of FORCECOMs Performance Technology Center. He has been instrumental in mentoring and guiding military, civilian and contractor personnel at all levels in the practice of HPT. His devotion to guiding, developing and mentoring others as they use HPT to resolve some of the Services most urgent workforce performance issues exemplifies the very spirit of this prestigious Award.

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3. Congratulations to all nominees for their outstanding contributions within their respective work environments. Award Finalists are listed in alphabetical order:
 - a. MST1 Chrystin McLelland, MSU Port Arthur
 - b. CDR Patrick Shaw, FORCECOM
 - c. Mr. Rick Symonds, National Centers of Expertise
4. The selection panel members for this award were from each of the seven major Training Centers, FORCECOM and the Leadership Development Center.

C. NATIONAL NATIVE AMERICAN HERITAGE MONTH

ADM Bob Papp, Commandant

1. November marks the celebration of National Native American Heritage Month. This month provides an opportunity to recognize the service and significant contributions of American Indians and Alaska Natives to our Nation. This year's theme is Serving our People, Serving our Nation: Native Visions for Future Generations.
2. American Indians and Alaska Natives embody a legacy of service to the Nation, and play a vital role in preserving and protecting American liberties. Official records of Native Americans serving in the Coast Guard date back to 1877 at the Life-Saving Service Station at Neah Bay, Washington, situated on the Makah Reservation. This unit was the first in federal service composed primarily of Native Americans. Native Americans served with distinction during both World Wars and into the twenty-first century. Wampanoag Carlton West of Nantucket served in World War I and World War II. In 1943, James Leftwich of the Chickasaw Nation enlisted in the Coast Guard at the age of 14, and retired as an officer in 1964. Petty Officer Joseph R. Toahty, a member of the Pawnee Nation, enlisted in the Coast Guard in 1941 and became the first Native American to participate in an offensive operation with United States Naval forces in World War II. Today, the Coast Guard workforce includes more than 1000 military personnel and civilian employees who trace their heritage to North America's indigenous people.
3. The Coast Guard continues to partner with tribal leaders to protect subsistence hunting and fishing, and enhance relationships between the federal sector and Alaska Natives and American Indians.
4. Throughout National Native American Heritage Month, commands are encouraged to recognize and celebrate the accomplishments of American Indians and Alaska Natives in service to the Coast Guard and our Nation.



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D. 237TH BIRTHDAY OF THE UNITED STATES MARINE CORPS

ADM Bob Papp, Commandant, United States Coast Guard

1. To all United States Marines - Happy 237th Birthday from your shipmates in the United States Coast Guard.
2. The United States Marine Corps has a rich heritage of service to our Nation. Since 1775, when the Continental Congress ordered the establishment of two battalions able to serve to advantage by sea and distinguished by the name American Marines you have been our Nations Soldiers of the Sea. Serving always with fidelity and courage, and leading by example with Honor, Courage and Commitment, the men and women of the Marine Corps have unfailingly answered every call to defend our nation and its interests.
3. As we celebrate your birthday during this 70th anniversary year of the Battle of Guadalcanal, we also honor and remember all those Marines who have given the last full measure of devotion to their country. Their sacrifice and selfless commitment shall never be forgotten.
4. The bond between the United States Marine Corps and the United States Coast Guard remains as strong as ever. As we face continuing challenges to our national security from the sea, we stand shoulder-to-shoulder ready to defend the Nation.
5. For Honor, For Country. Semper Fidelis and Semper Paratus.

E. SELECTION OF DIRECTOR OF COAST GUARD INVESTIGATIVE SERVICE (CGIS)

ADM Bob Papp, Commandant

1. I am pleased to announce the selection of Mr. Michael Berkow as the Director of the Coast Guard Investigative Service (CGIS). Mr. Berkow will serve as the senior federal criminal investigative executive in the U.S. Coast Guard and provide executive direction, leadership, and management of CGIS.
2. An attorney and career law enforcement professional, Mr. Berkow has over 20 years experience as a law enforcement officer and executive. Most recently, Mr. Berkow served as President of an international security company providing consulting services to police agencies in the U.S. and abroad. Mr. Berkow has been Chief of Police in Savannah, GA, Irvine, CA, South Pasadena, CA, Coachella, CA, and Deputy Chief of the Los Angeles Police Department, CA. As a Project Manager for the Department of Justice, Mr. Berkow managed a variety of international policing projects in Central and South America, Somalia, and Haiti. He received his Bachelor of Arts in sociology and public policy studies from Kalamazoo College, his Juris Doctor degree from Syracuse University College of Law, and a Master of Science degree in leadership and

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management from Johns Hopkins University. Mr. Berkow is a graduate of the FBI National Academy.

3. Mr. Berkow assumed his duties as Director of CGIS on 29 October 2012. Please join me in welcoming a shipmate and newest member of our senior executive team.

F. 2012 VETERANS DAY MESSAGE

Admiral Bob Papp, Commandant, and Master Chief Michael Leavitt, Master Chief Petty Officer Of The Coast Guard

1. Every year, on the 11th Hour of the 11th Day of the 11th Month, we pause to honor all those men and women who have served our country in uniform.
2. Originally established in 1919 as Armistice Day to commemorate the Allied victory and honor the heroism of service members killed during World war I, Veterans Day is now a time to pay homage to all veterans who have contributed to the preservation of this nation and to remember the sacrifices of those who fought to preserve our heritage of freedom.
3. Historically, two minutes of silence were observed at this moment. The first minute was in honor of those men and women in uniform who made the ultimate sacrifice in service to our country. The second was to honor the families left behind. As we now honor our profession by paying tribute to all those who have served, it is appropriate for us likewise to remember the sacrifices made by our military families.
4. For over 222 years, the men and women of the United States Coast Guard have answered this nation's call. Even as we pause today to remember their service, we must be mindful of those who continue to Stand the Watch - in the air, at sea, on foreign shores, and here at home.
5. This year, as before, many in our Coast Guard family will gather at the Coast Guard World War Memorial in Arlington National Cemetery to honor our veterans. The Coast Guard Memorial honors the crews of the cutters *Seneca* and *Tampa* who gave their lives in service during World War I. In my veteran's day message last year, I mentioned that decades of weather and exposure had deteriorated its condition, and I committed the Coast Guard to renew and preserve this Memorial. Thanks to the tremendous efforts of our Washington D.C. Chief Petty Officer Association, the first phase of this restoration Is complete. The final phase will begin in the coming weeks. You can see these efforts at <http://wdccpoa.org>. Through these efforts the memorial will remain a worthy tribute and enduring inspiration for all Americans.



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6. Thank you to the women and men of the United States Coast Guard and veterans from all U.S. Armed Services for your selfless service and continuing contributions to our nation.

7. *Semper Paratus.*

G. AY13 FLAG OFFICER AND SENIOR EXECUTIVE SERVICE ASSIGNMENTS

ADM Bob Papp, Commandant

1. The assignments listed below position the Coast Guards senior leaders to steady the service by sustaining mission excellence, continuing to recapitalize and build capacity, enhancing our crisis response and management responsibilities, and preparing for the future.

a. Headquarters Staff:

VCG	Vice Commandant	VADM J.P. Currier
DCMS	Deputy Commandant for Mission Support	VADM M.K. Brown
DCO	Deputy Commandant for Operations	VADM P.V. Neffenger
CG-00H	Director, Civil Rights Directorate	MS. T.A. Dickerson
CG-00J	Chief Administrative Law Judge	HON. P.L. McKenna, (Acting)
CG-092	Director of Governmental and Public Affairs	RDML S.D. Poulin
CG-092D	Deputy Director of Governmental and Public Affairs	MS. E. Engleman-Conners
CG-094	Judge Advocate General and Chief Counsel	RADM F.J. Kenney
CG-094D	Deputy Judge Advocate General and Deputy Chief Counsel	MR. C.M. Lederer
CG-0949	Chief Procurement Law Counsel and Chief Trial Attorney	TBD
CG-095	Director, Enterprise Strategy, Management, and Doctrine	TBD
CG-1	Assistant Commandant for Human Resources	RADM D.A. Neptun
CG-11	Director of Health and Safety Directorate	RADM M. Dollymore
CG-12	Director of Civilian Human Resources, Diversity and Leadership	MR. C.B. Odom
CG-13	Director of Military Personnel, Policy and Director of Reserve	RADM S.R. Day (1)
CG-2	Assistant Commandant for Intelligence and Criminal Investigations	RDML C.J. Tomney
CG-2D	Deputy Assistant Commandant for Intelligence and Criminal Investigations	MR. D.S. Butler



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CG-2SA	Strategic Advisor to Assistant Commandant for Intelligence and Criminal Investigations	MR. F.R. Call
CG-2	CGIS Director, CG Investigative Service	MR. M. Berkow
CG-4	Assistant Commandant for Engineering and Logistics	RADM R.J. Rabago
CG-4D	Deputy Assistant Commandant for Engineering and Logistics	MR. A. Curry, Acting
CG-DCO-D	Deputy for Operations and Capabilities	RADM W.D. Lee
CG-DCO-I	Director of International Affairs and Foreign Policy Advisor	MS. K.D. Madison
CG-DCO-G	Director, Global MOTR Coordination Center	MR. G.C. Rasicot
CG-5R	Assistant Commandant for Response Policy	TBD
CG-5RI	Director of Incident Management and Preparedness Policy	MS. M.E. Landry
CG-5P	Assistant Commandant for Prevention Policy	RDML J.A. Servidio
CG-5PS	Director of Commercial Regulations and Standards	MR. J.G. Lantz
CG-5PW	Director of Marine Transportation Systems	MR. D.A. Goward
CG-6	Assistant Commandant for C4 and Information Technology	RADM R.E. Day
CG-6D	Deputy Assistant Commandant for C4 and Information Technology	MR. M.T. Powell
CG-7	Assistant Commandant for Capability	RDML M.E. Butt
CG-8	Assistant Commandant for Resources and CFO	RDML S.P. Metruck
CG-8D	Deputy Assistant Commandant for Resources and Deputy CFO	MR. M.J. Rajk
CG-8C	Director of Financial Operations/Comptroller	MS. M. Sheridan
CG-9	Assistant Commandant for Acquisition	RDML B.D. Baffer
CG-91	Senior Procurement Executive and Head of Contracting Activity	MS. C.M. Grady



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CG-92	Deputy Assistant Commandant for Acquisition and Director of Acquisition Services	MR. M.F. Tangora
CG-93	Director of Acquisition Programs and Program Executive Officer (1)	RDML(Sel) J.M. Vojvodich
CG-93D	Deputy Director of Acquisition Programs and Deputy PEO	MS. G.L. Phan

b. Headquarters Units:

CGA	Superintendent, USCG Academy	RADM S.L. Stosz
PSC	Commander, Personnel Service Center	RDML D.R. Callahan
FC	Commander, Force Readiness Command	RDML(Sel) S.A. Buschman (1)
FC-D	Deputy Commander, Force Readiness Command	DR. G. Brignoni
DOL	Director of Operational Logistics	RDML T.W. Jones
NPFC	Director, National Pollution Funds Center	MR. C.A. Bennett

c. Liaisons:

DHS	DHS Military Advisor to the Secretary	TBD
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d. Area Staffs/Area Units:

Atlantic Area Commander	VADM R.C. Parker
Atlantic Area Deputy	RADM C.D. Michel
Atlantic Area Senior Reserve Officer	RADM J.S. Welch
First District Commander	RDML D.B. Abel
Fifth District Commander	RADM S.H. Ratti
Seventh District Commander	RADM J.H. Korn
Eighth District Commander	RADM K.S. Cook
Ninth District Commander	RDML F.M. Midgette
Pacific Area Commander	VADM P.F. Zukunft
Pacific Area Deputy	RADM C.W. Ray
Pacific Area Senior Reserve Officer	RDML K.B. Hinrichs
Eleventh District Commander	RADM K.L. Schultz
Thirteenth District Commander	RDML R.T. Gromlich
Fourteenth District Commander	RDML C.B. Thomas
Seventeenth District Commander	RADM T.P. Ostebo



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e. DoD Commands:

Deputy J3 U.S. Northern Command	RDML L.L. Fagan
J3 U.S. Southern Command	RADM V.B. Atkins
J6 U.S. CYBERCOM	RDML M.B. Lytle
Director, JIATF South	RADM S.E. Mehling
Director, JIATF West	RDML J.E. Rendon

2. Note 1: The President has nominated these officers for promotion and/or assignment, as applicable, subject to the advice and consent of the Senate.

H. FISCAL YEAR (FY) 2012 USCG FINANCIAL AUDIT RESULTS

Admiral Bob Papp, Commandant

1. Yesterday, I received the audited DHS annual financial report with the independent auditor providing a qualified opinion that our account balances were fairly represented. Now I'm not an accountant or an auditor, and I know many of you are not either. But this is a very big deal for the Coast Guard and DHS. Our Secretary gave us her personal thanks. No other Armed Service has been able to accomplish this. Well done, shipmates.
2. The Coast Guard has continued its commitment to fiscal stewardship by expanding efforts to remediate material weaknesses reported by the independent auditors in 2011 and by improving our internal controls over financial reporting. In FY 2011, the auditors reviewed two of our five financial statements. In FY 2012, the financial statement audit was significantly expanded to a full scope audit to cover all five statements.
3. Field units, logistics and service centers, and headquarters elements made remarkable progress toward our goal of attaining a clean opinion, meaning no identified issues with the quality of our financial data and records. Our achievements with real property accountability, inventory control point parts management, financial system data reconciliation, compliance with financial management and procurement policies and procedures, and open obligation validation allowed our financial information to be successfully audited. We still need to improve personal property recordkeeping and compliance with inventory procedures, and this year will do so.
4. We are committed to achieving a clean opinion on the audit, and the FY 2013 audit will soon be underway. We will need to demonstrate sustained compliance with policies and procedures. This ambitious effort will involve everyone in the Coast Guard and it will require your continued support, coordination and patience. Thank you for your continued efforts to ensure proper stewardship and accountability for the American public. Stand a taut watch. *Semper Paratus*.

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I. MILITARY FAMILY MONTH

RADM Maura K. Dollymore, Director of Health, Safety and Work-Life

1. The President has proclaimed November as Military Family Month, calling on all Americans to honor military families through private actions and public service for the tremendous contributions they make in the support of our service members and our nation. Please visit <http://wh.gov/0smU> to review the complete Proclamation.
2. In the Coast Guard, we celebrate the exceptional service, strength, and sacrifice of our military families, whose commitment to our nation goes above and beyond the call of duty. Our active duty and reserve members are successful at meeting mission requirements thanks in large part to the strong support they receive from their families. Without that family support at home, morale and mission execution would be negatively impacted.
3. Regardless of the occasion, including birthdays, anniversaries, and holidays, our military members must frequently deploy away from home to execute the mission. Our wives, husbands, sons and daughters understand, and are proud, but we must never forget the sacrifice they make so that we can serve.
4. Commanding officers and officers-in-charge are strongly encouraged to take time during November to thank unit members and their families for their unwavering devotion to duty. One way to convey our gratitude is to create a culture of support, by ensuring that they are made aware of, and are encouraged to use, the myriad of individual and family support programs that are available to them, including chaplains, morale, well-being and recreation, mutual assistance, housing, and Health, Safety and Work-Life programs.
5. I thank each of you for your faithful service to your families, your communities, the Coast Guard, and the nation. I also thank your families for their selfless sacrifice and support. Together we ensure that the Coast Guard is "Semper Paratus."

J. NATIONAL ADOPTION MONTH

RADM Maura K. Dollymore, Director of Health, Safety and Work-Life

1. On 1 November 2012, National Adoption Month was kicked off by a Presidential proclamation. Please visit <http://wh.gov/0YCK> to review the complete Proclamation. With more than 104,000 children and youth in the U.S. foster care system awaiting permanent families, National Adoption Month is a time to raise awareness about the adoption of children and youth from foster care.



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2. The Children's Bureau, within the U.S. Department of Health and Human Services, funds the initiative each November in partnership with AdoptUSKids and Child Welfare Information Gateway as a way to focus public attention on the urgent need for more adoptive families for children and youth waiting in foster care for a permanent family. The Children's Bureau supports National Adoption Month through a website from Information Gateway. This year's focus is National Adoption Month - Virtually: Adoption in the Digital Age. The website provides resources for child welfare professionals, prospective adoptive parents, and youth on topics such as getting started with social media, how to build a social media campaign, and how social media is impacting child welfare and adoption: www.childwelfare.gov/adoption/nam.
3. The Coast Guard has a proud tradition of honoring families that have already strengthened America through adoption. These families are providing a safe, loving family to protect and care for countless children. The Coast Guard, in accordance with Reimbursement of Adoption Expenses, COMDTINST 1754.9 (Series), offers an adoption reimbursement program, that provides financial reimbursement assistance to adoptive families. Coast Guard active duty members and reservists on active duty for at least 180 consecutive days are eligible for reimbursement of up to 2,000 dollars per child and a maximum of 5,000 dollars in any calendar year. In addition, Coast Guard members may be able to take a tax credit for qualifying expenses paid to adopt an eligible child. If you would like to learn more, contact your tax advisor for more information regarding adoption tax credits.
4. The CG SUPRT program is available to assist Coast Guard personnel and their families with adoption resources. CG SUPRT provides confidential professional counseling, education, and referral services on issues such as personal financial management, health coaching, education and career development, relationships, and legal matters. Please visit www.CGSUPRT.com or call 1-855-CG SUPRT (1-855-247-8778) for more information.
5. CGMA is excited to announce their new Adoption Grant program. Effective 1 January 2013, the CGMA Adoption Grant program will provide up to 1000 dollars per client for the home study expensedirectly related to the legal adoption of a child. This grant is available to all CGMA clients. Specific application information will be available shortly on their website at www.cgmahq.org.
6. To access information on adoption reimbursement, please visit <http://www.uscg.mil/worklife>, click on family support and then adoption reimbursement. You can also access information about other work-life support programs on this website.



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K. SAVE THE DATE FOR THE 2013 AMERICAN BOATING CONGRESS

Lauren Dunn, NMMA

Mark your calendars! Join recreational boating industry advocates, stakeholders, policy makers, co-hosts and more on May 8-9 for the 2013 American Boating Congress in Washington, DC. Speakers and a detailed agenda are currently in development. ABC will once again feature an engaging line-up of savvy experts available to answer industry and policy-specific questions affecting your business.

You are the industry's most effective advocate. No lobbyist is as influential as an employer from a member's district or state. Attending ABC and going on Capitol Hill visits with others from your state is the best way to update your representatives on issues that affect your livelihood and help them to understand your position when voting on issues that affect our industry. Registration coming soon. Questions? Contact at 202.280.6928 or ldunn@nmma.org.

L. Requirements for the Ownership of Vessels Eligible to Engage in Restricted Trades by Publicly Traded Companies

Cindy Squires, National Marine Manufacturers Association

The US Coast Guard has issued a new notice to inform industry and the public on how the Coast Guard plans to exercise its discretion in enforcing the referenced U.S. citizen ownership requirement.

This comes in response to a January 2011 report on a Coast Guard investigation into the citizenship of owners of a publicly traded company. The National Vessel Documentation Center had previously requested comments and information on the various measures that publicly traded companies employ to comply with the statutory requirement that at least 75 percent of the ownership of companies that operate vessels engaged in the coastwise trade be vested in U.S. citizens. This new guidance is a result of those comments. NMMA will continue to monitor any next steps taken by the Coast Guard and will update NMMA members accordingly.

M. NASBLA Calls for Proposed Revisions to the National Boating Education Standards

National Marine Manufacturers Association

Recently, the National Association of State Boating Law Administrators (NASBLA) has called for proposed revisions to the National Boating Education Standards. Originally adopted in 1999, the National Boating Education Standards prescribe the minimum body of knowledge to effect safe, legal, and enjoyable recreational boating. NASBLA placed the document under the guardianship of the National Boating Education Standards Panel, whose primary function is to "gauge the efficacy of

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the Standards based on risk assessments and analyses that use the U.S. Coast Guard's Recreational Boating Statistics and other available, relevant, and reliable boating accident and participation data; and on other applicable boating safety and education research studies and scientific resources."

Submissions are encouraged from any party materially affected by the Standard, including NASBLA members and non-members alike. The Call for Proposed Revisions period closes on February 13, 2013.

Input on the Standard will be accepted exclusively via the EZ-ESP website, <http://esp.nasbla.org/esp>. Instructions for submitting comments (including how to obtain login credentials for the EZ-ESP website) and documents containing the current Standard (effective Jan. 1, 2012), the reformatted Standard, and the Education Standards Panel Rules are available for download at <http://esp.nasbla.org/esp>. Questions, including queries regarding the EZ-ESP website and login credentials, may be emailed to the Panel at esp@nasbla.org.

N. National Get Outdoors Day 2013 to be celebrated on Saturday, June 8

National Marine Manufacturers Association

In its sixth year, National Get Outdoors Day is a partnership effort by hundreds of government agencies, recreation and healthcare businesses and nonprofit organizations to introduce America's youth to the healthy fun of America's Great Outdoors. NMMA supports the national effort and encourages you to learn more about events in your area. Events will be held at 200+ sites in urban centers, state and local parks and other places and the USDA Forest Service will waive many recreation fees on GO Day in national forests covering 192 million acres of the nation. If you are interested in becoming involved, learn how here. To read more visit www.funoutdoors.com

O. Marine Five Star Dealer Certification Recognizes Best Practices, Employee Satisfaction with Two New Awards

Kelly Kaylor, National Marine Manufacturers Association

Outstanding MFSDC Retailers Honored During Marine Dealer Conference & Expo: Marine Five Star Dealer Certification (MFSDC), one of the core elements of the Grow Boating Initiative, announced today recipients of two new awards to honor certified marine dealerships for best practices and best places to work. Honorees received their awards this afternoon at the Marine Dealer Conference and Expo (MDCE) in Orlando. These awards recognize outstanding Marine Five Star Certified Dealers based on results from a confidential employee satisfaction survey and from the MFSDC certification business audit review.



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“Best practices and employee satisfaction are key elements in the MFSDC program—designed to enhance the consumer boat-buying and owning experience—which encourages sales and stronger, more profitable dealerships,” said Matt Gruhn, president of the Marine Retailers Association of the Americas (MRAA). “We honor these Marine Five Star Certified Dealers for their efforts to improve our industry and to lead the way for others.”

MFSDC Best Practices Award: MFSDC “Best Practices” are a part of the certification process that recognizes thoughtful and cost-effective ways to do business while maintaining quality and eliminating variability. They are methods or techniques that have shown superior, consistent results often at a low cost of implementation. Those participating in MFSDC have exclusive access to hundreds of Best Practices and can use them as benchmarks in their business. They are a feature of accredited management standards such as ISO 9000 and ISO 14001, and many others programs, including MFSDC.

Based on Best Practices identified in certifications and continuations from November 1, 2011 to October 31, 2012, below are MFSDC’s top 10 Certified Dealers for Best Practices:

- First Place: The Great Outdoors Marine (Lavalette, W.V.)

The following winners are listed in alphabetical order:

- Bass Pro Shop/Tracker Boat Center (Atlanta, Ga.)
- Candlewood East (Candlewood, Conn.)
- Captain’s Marine (Kalispell, Mont.)
- Clark’s Landing (Chester, Md.)
- Clark Marine (Manchester, Maine)
- Fay’s Marina (LaPorte, Ind.)
- Hurst Marina (Manotick, Ontario, Canada)
- Marine Max (Ft. Myers, Fla.)
- Prince William Marine (Woodbridge, Va.)

“The Certified Dealers recognized with the MFSDC Best Practices Award strive to improve their operations in efficiency, profitability, customer satisfaction, growth and profitability,” said Terry Leitz, MFSDC director. “The leadership of these dealers creates a culture of innovation and continuous improvement that serves as role models for the marine retail industry.”

MFSDC’s Best Dealerships to Work For Award: This new award has been established to honor Certified Dealers for their commitment to employee satisfaction, as evaluated by their employees through a confidential survey in the certification and continuation process. High employee satisfaction creates a positive, motivating and successful environment, all of which lead to increased sales, profits, employee retention and higher customer satisfaction

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Based on results from a confidential MFSDC employee satisfaction survey completed by Certified Dealerships between November 1, 2011 and October 31, 2012, below are the top 10 Certified Dealerships to Work For:

- First Place: Schock Boats (Newport Beach, Calif.)

The following winners are listed in alphabetical order:

- Airport Marine (Alabaster, Ala.)
- Chesapeake Whalertowne (Grasonville, Md.)
- Hall Marine Group – Sea Ray Scout of Charleston (Charleston, S.C.)
- MarineMax (Catawba Island, Ohio)
- Tracker Boat Center (Austin, Texas)
- Tracker Boat Center (Longview, Texas)
- Tracker Boat Center (Brainerd, Minn.)
- Trudeau's (Portland, Ore.)
- Trudeau's Marina (Spokane, Wash.)

“The winning dealers promote a motivating, healthy and fun culture for their staff. By striving to do right by their employees, in turn, employee loyalty delivers for the overall business,” noted Leitz. “What these dealers have in common is respect for their employees and an understanding that when employees consider their company a good place to work, it changes the business model.”

For more information on Marine Five Star Dealer Certification, visit <http://GrowBoating.org/programs/dealers/default.aspx>.

About Grow Boating: The Grow Boating Initiative is a cooperative effort by the recreational boating industry to promote the boating lifestyle and improve the boating experience to increase participation, and ultimately, sales of marine products and services. For more information and stakeholder resources, visit GrowBoating.org.

P. NMMA Certification Adds New Standards to 2013 & 2014 Model Years

National Marine Manufacturers Association

Beginning with the 2014 model year, NMMA Certified manufacturers will be required to demonstrate compliance to ABYC H-23, Potable Water Systems, and ABYC H-30, Hydraulic Systems, plus ABYC standards currently in place.



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These standards join two standards recently implemented in the 2013 model year program: ABYC A-33, Emergency Engine / Propulsion Cut-off Devices, and ABYC S-7, Capacity Plates.

The complete standards basis for the 2013 and 2014 model year NMMA Certification programs can be found here.

Q. **MAYDAY, MAYDAY? NO WAY!**

Ryck Lydecker, BoatUS Magazine, December 2012

The U.S. Coast Guard handles more than 25,000 distress calls every year, the vast majority legitimate. But when a few disreputable people say "mayday" on the radio, they're looking for mayhem. The perpetrators of false distress calls to the Coast Guard risk up to six years in prison and a criminal fine of up to \$250,000.

In the annals of U.S. Coast Guard Search and Rescue operations, June 11, 2012, is a date that will live in infamy. And for responsible recreational boaters everywhere, that date will be remembered with emotions ranging from anxiety, to disgust, to outrage. That's the date a distress call over marine radio to Coast Guard Sector New York launched a five-hour-and-40-minute, 638-square-mile search and rescue (SAR) response that turned up absolutely nothing. Nothing, that is, but what is possibly the largest mayday hoax in recent Coast Guard history, one that came with a tab to taxpayers of more than \$318,000.

The agency's Vessel Traffic Service center for the port logged the call, over VHF Channel 14, at 1620 hours on a day of perfect weather with good visibility and air and water temperatures in the 60s. A male voice said the motoryacht *Blind Date* had exploded 17.5 nautical miles off Sandy Hook. "We have 21 souls onboard, 20 in the water right now. I have three deceased onboard, nine injured ..." it said. "I'm in three feet of water on the bridge. I'm going to stay by the radio as long as I can before I have to go overboard.

More likely, the caller stayed by his TV set ashore as the call set in motion a Coast Guard response that engaged two boat crews and seven aircraft, including both helicopters and fixed-wing planes, all working a computer-generated search pattern offshore with the aid of several Good Samaritan vessels that happened to be in the area. Ashore, some 200 emergency first responders from four New York and New Jersey agencies set up mass casualty reception areas in Newark, New Jersey, and at Coast Guard Station Sandy Hook. By nightly news time, the fictitious vessel *Blind Date* had generated national and even international coverage, which, unfortunately, seems to be a common motivation behind hoax mayday broadcasts, according to Captain Peter Martin, chief of the Office of Search and Rescue at Coast Guard headquarters in Washington, D.C.



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"There are some sick people out there who just want to watch us put on a show for them," Martin explains. "They know that if they push that transmit button, there's going to be a helicopter in the air and a boat with flashing blue lights out there, and they'll sit back and be entertained at public expense.

"The pyromaniac calls 911 because he wants to see the fire trucks roll. But if you call 911, chances are they're going to know who you are, and where you're calling from, whereas you have anonymity on a VHF broadcast, and that's why hoax maydays are such a vexing problem for us. These people can fire and forget, and we can't always trace the call back to them unless there's a witness who blows them in."

For making false distress calls to the Coast Guard as in the *Blind Date* case, still unsolved at press time, the perpetrator risks up to six years in prison and a criminal fine of up to \$250,000 plus a \$5,000 civil fine. Under federal law, convicted hoax callers are liable for expenses the Coast Guard incurs during a search. In one 2009 Florida case, it cost the perpetrator \$906,036.94. Yet nationwide, the Coast Guard handles, on average, 18 intentional false distress calls annually, and another 121 suspected hoax maydays, and nearly all are made over VHF radio.

"Some people think the term 'mayday' sounds funny, but when we hear the word 'mayday,' it triggers a very definite response," Martin goes on. "For us, this is an internationally recognized distress signal and how we respond to it is not negotiable. We have to treat every distress call as legitimate, until it's proven otherwise."

For Real, Or Really a Hoax?: On average, according to records kept over the past decade, the Coast Guard handles 20,000 calls for assistance annually and logs them in four categories: Actual Alerts, False Alerts, Suspected Hoax, and Confirmed Hoax. Although records show an encouraging downward trend in overall calls, suspected and confirmed hoaxes have trended more or less upward, increasing from 76 in 2006 to 161 in 2011. (At press time, records for 2012 were not yet available, but year-to-date numbers appeared consistent with that trend.)

False alerts, Martin says, are calls made in good faith but that later prove unwarranted or easily resolved — the boat's overdue but later found safe — and just plain mistakes, like bumping a DSC-equipped radio's mayday button, or activating an EPIRB accidentally. "On the other hand, hoaxes involve the intent to deceive," Martin explains.

"The most common call is simply a 'mayday,' or one with any other words like 'help,' 'emergency,' 'trouble,' or 'sinking,' but with little or no other information such as position, vessel identification, or details of the emergency," Martin says. "We log these as 'uncorrelated distress broadcasts,' meaning we have reason to believe someone may be in distress but we don't know where. If we can get an RDF [radio direction finder] fix on the signal, we can produce a search plan and send a crew to check it out.



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"If all we get is a line of bearing [on the signal], it becomes harder to develop a search pattern but the real challenge is when all we're able to do is just copy the call," he adds. "Then we try to find out who else out there heard it, and from plotting the positions of other vessels, we can develop a [broadcast] range ring to narrow down where the call likely originated."

Martin says the Coast Guard's new advanced communications system, Rescue 21, can zero-in quickly on the source of a distress call from vessels out to 20 miles from shore, and possibly more. But the system also allows Coast Guard responders to make quicker determinations about a call's legitimacy — whether it's a suspected hoax — and narrow down the source. "If we get a fix at sea, we can be pretty confident we have an issue," Martin says. "In some hoax cases, we'll get a fix that's actually inland, and that's when you start talking about a probable hoax. If Rescue 21 plotted the source five miles inland and there's no navigable water near that fix, how could this be anything other than a hoax?"

Most hoax calls come over Channel 16 on a marine band VHF radio, so the perps could be kids playing on a trailer boat in somebody's backyard, and the Coast Guard can enlist local law enforcement to check out the neighborhood. Martin says it's not uncommon to trace a hoax mayday to an adult with similar access to a VHF radio and amplified, as it were, by too much alcohol. But sometimes the source just has a grudge against the Coast Guard. Martin has seen those, too, up close, and tells the story of one particular case he handled while assigned as operations officer at Group Woods Hole, Massachusetts (now Coast Guard Sector Southeastern New England), in July of 2004.

Why *Why Not* Rang Bells: "The watch called me [at home] at 11 o'clock at night and told me they'd logged a mayday from a fishing boat sinking in Buzzards Bay," Martin recalls. "This guy said all the right things: 'I'm the fishing boat *Why Not*; there's five of us; we're getting in a life raft, the boat's going down,' so that's a bell ringer for us."

First and foremost, the station launched its 41-foot utility boat while broadcasting an urgent marine radio alert to any vessels in the area that might assist. Next, the watch alerted state and local agencies that could be in a position to assist, as well. In the meantime, Station Menemsha launched its 41-footer while the district command in Boston diverted a Falcon jet on another mission from Air Station Cape Cod as well as an H-60 helicopter. "Basically," says Martin, "we're trying to mobilize everything we can to save lives in that very narrow window of opportunity."

"A little after midnight, I check back with the watch: 'Are we pulling people out of the water?' and the answer is, 'No.' OK, no indication of a vessel in the area, no people in the water, no life rafts, no debris, and we can't explain that," he goes on. "So, we have a discussion about things like whether to leave the aircraft out there to do a first-light search and help figure out why we aren't finding anything. It turns out to be a hoax and we actually had help with this one. Somebody knew the guy who did it and blew him in. But that's a rare occasion. This case was particularly irritating because,

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not only were we putting that aircrew and the boat crew at risk by sending them out in the middle of the night, the guy knew exactly what to tell us that would get us to jump through hoops."

Group Woods Hole turned the case over to Coast Guard Investigative Services and, with help from National Marine Fisheries Service enforcement officers, tracked down the perpetrator. They arrested a 20-year-old commercial fishing boat crewman who also confessed to a similar false mayday he'd radioed in two months after the *Why Not* call. In that case, he reported the F/V Determined, a boat he had once worked aboard, sinking 20 miles off Nantucket. It took investigators and the courts two years, but the double hoax earned him 18 months in prison followed by three years supervised release plus a bill for 11 hours of Coast Guard search time at a cost of \$82,000.

The Financial Toll: Hoax mayday calls like the *Why Not* and *Blind Date* cases, and the roughly 150 more suspected and confirmed incidents reported during 2012, are costly. While the Coast Guard knows to the penny the hourly price tag to fly a Jayhawk helicopter or push a 45-foot motor lifeboat across the water on an SAR mission, hoax distress calls have costs less easy to calculate. In addition to the expense of diverting personnel from normal duties, when SAR crews are occupied chasing down phantom maydays, they're not on call for real emergencies.