

# UPDATE

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## SO, HOW DO I DO NSBW?

It is time to plan NSBW, May 18 (Armed Forces Day) through May 25. It takes time and teamwork to put together a successful event. This year's kit will have some new materials, however the slogan is the same. So, you can use anything you have left over from last year. The Council says they will be sending out kits directly to DCPs, SOs-PA, FCs and a quantity to DSOs-PA. In case you can't get your hands on one by March 10, contact your DSO-PA.

**MATERIALS & HANDOUTS:** You don't have to wait to start gathering materials. I have listed a number of sources below. You can download material from the NSBC (National

Safe Boating Council) web site at: <http://www.safeboatingcouncil.org>

One of the items you can download is an NSBW proclamation. Take this to your local government early. They may have to schedule it on their Agenda.

**ORDER MATERIALS AS SOON AS POSSIBLE** when the kits arrive. Also check out these sites:

<http://www.cgaux.org/cgauweb/pubaffairs/NSBW.pdf> and also the brand new N-PA site:

<http://www.auxpa.org/> If you don't have access to a computer, have your FSO-CS Officer assist.

**MORE SOURCES:** Contact the insurance companies in your AOR that offer marine insurance. Let them know who you are, and why you need safe boating literature. Companies like State Farm can supply you from the local office. Some companies like Aetna and Met Life will be able to supply you from their home office. Either way, the place to start is your local agent I also recommend material from ANSC and you will also find Boat/U.S. most obliging. Don't forget that state agencies have lots of literature for handouts to the public. However, **remember**, if you get pamphlets from the state and then invite them to set up a booth at your NSBW event ... well, you can see what happens: You don't want to steal their thunder.

**MORE:** In many areas the folks who make and distribute alcoholic beverages produce excellent material on BWI. Contact your state marine law enforcement public information office to find out who has what in your area. Manufacturers of marine products also have boating safety materials. Check with your FSO-MV. The PA Web page above has several articles that would be helpful.

## NSBW INVITATION LIST:

Here are some things that have been done recently. They work. Get as many people and organizations involved as possible. The more people you can get involved, the bigger and easier it gets.

1. **Local Coast Guard unit:** They may be able to supply exhibits, equipment, demonstrations or the location of your celebration.
2. **Local law enforcement:** State, county and city officers are generally more than happy to promote safety on the water.
3. **Local firefighters:** These folk seem to be anxious to help. They may also provide some spectacular demonstrations that will have the crowd on the edges of their seats.
4. **State wild life and conservation/ecology:** Most of the time these folks can furnish a very attractive booth or display.

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## NSBW INVITATION LIST: CONTINUED

5. *Federal agencies dealing with marine interests:* Environmental, customs, immigration etc. They are likely to want to tell their story too.
6. *Local and state government:* Most of these people like to have their picture in the paper or on TV. They can provide a proclamation designating your celebration as being the beginning of NSBW, if requested. If you can arrange a picnic, get the dignitary to flip a burger or two so that the news media can get a picture. If not a picnic, arrange for the dignitary to do something pro-active like presenting a floral wreath in memoriam as a photo op.
7. *Local fishing or boating clubs, civic and philanthropic organizations* as well as local civic minded industry and any commercial marine interest that deals in sales and service: These are great sources for funding, prices, manpower and supplemental advertising. Ask them and you will receive.
8. *Boy and Girl Scouts:* They will be pleased to provide kid power for parking, guides, set up and take down, clean up, etc. They get a merit badge.
9. *U.S. Power Squadrons:* They can really help with displays, and manpower. They are very willing to do a lot of that pre-show running, planning, picking up, contacting etc.
10. *Other CGAUX flotillas:* If you can get the place, invite them to join the fun.
11. *Contact a local church* for a "Blessing of the Fleet Ceremony." Generally a Catholic or Episcopal churches are willing to help. It also gives you the opportunity to have a boat parade.
12. *The electronic and print news media:* These folks don't need a lot of lead time, seven to 10 days is usually enough, unless you are trying to get a local community TV program to cover your event. In that case give them 30 days. If you are dealing strictly with the news people, let them know who will be there: mayors, governors, celebrities, admirals etc. Tell them what groups will attend and what displays and demonstrations will be available for pictures. VSCs, water rescue, fire and flares are great for the media. Helicopter, CG cutters and/or boats are also good.
13. *Food, refreshments and conveniences:* Make sure there is a place for your visitors to relive themselves. Also see that there are refreshments or at least water available. One or more of the civic groups probably have some kind of traveling booth that provides food and drink. You can pick and choose your favorite worthy cause.
14. *Don't forget the folks who are active in preventing BWI.* Invite MADD and SADD to participate. 'Boat Smart, Boat Sober'. These folks are looking for opportunities to tell their story.
15. *Invite the local high school band to provide some excitement.* This will also reach the younger crowd that we need for the future.
16. *It is a good idea to have a clergyman say a short blessing* and cast a floral wreath on the waters in memoriam of all those lost in the previous year.
17. *Invite the high school cheerleaders* or pep squad demonstration unit, or the ROTC drill team.
18. *Create a safe boating poster and art contest in your local elementary schools.* Give the winners a PFD, which can be donated by one or more, or the marine retailers who also can have displays.

Like I said, this is a short list. By now the wheels are turning, and you have thought of more. The best advice I can give you is to **THINK BIG, act BOLDLY.**

**REPORTING:** So, you have your kits, you get your materials, you plan your event and execute the plan. Then what? Well, it is like the tree falling in the wilderness; it doesn't make any noise unless someone hears it. Translation: Do the paper work. In the kit there is a report form to be sent in to the NSBC. Is that all? **NO.** The hours and activities need to be recorded for us (USCGAUX) too. That means you fill out the forms you use every month (7030, 7031) and (7029) turn them in to your FSO-IS. Your up-line folks will want to hear how things came out. They may want a narrative so they can report to DIRAUX, EXCOM, National and DCO-PA.

I am sure by now the electricity is flowing. You have thought of even more things. Remember, **THINK BIG.** If you miss your goal, you can try again next year. It is better to stumble a little reaching to high than not to aim high enough.

**NOTE:** All of the above I have collected from you. So, you need to send me more good ideas for future *UPDATES.* Send comments and ideas to Nick at: [dsopad7@ucnsb.net](mailto:dsopad7@ucnsb.net)