



UPDATE

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Risk Based Technologies

The U.S. Coast Guard Research and Development Center has contracted with the Center for Maritime Leadership, Inc. to investigate the integration of various risk methodologies into its regulatory development and decision making process.

The objective of the study is to identify the ways and means to improve the safety security and environmental integrity of the United States ports and waterways while allowing the maritime industry the greatest latitude and flexibility in achieving the objective.

The Auxiliary has already embarked in the use of risk assessment, risk management and risk communication with the adoption of the TCT program for its operational personnel.

The reason for this new study is to permit the Coast Guard to optimize its limited resources and earn the trust of its customers and other members of TEAM COAST GUARD.

The Coast Guard, considered by most as a leader in non-regulatory risk assessment and evaluation, demonstrated its interest with the initiation of the highly successful PTP (Prevention Through People) Program. VADM James Card, a staunch advocate of using risk-based methods for cost-effective decision making and equipment reliability evaluation, initiated the PTP program.

Anyone interested in a more in-depth presentation of safety assessment techniques and related issues can check out the International Maritime Organization's (IMO) website at [WWW: IMOWATCH.com](http://WWW:IMOWATCH.com).

The completion of the project, like similar ones in the past can be ex-

pected to impact favorably on Auxiliary operations as the information and recommendations regarding its application become known.

SWAMPING Lead Cause of Boat Sinkings

Thirty percent of all boat sinkings take place on open water according to a recent study by BOAT/US Marine Insurance.

Through hull leaks, including stuffing box leaks, bait well discharge and knot-meter plugs accounted for 18% of the sinkings. Another 12% were caused by raw water cooling systems and exhaust systems.

Missing drain plugs accounted for another 12%. Boat grounding due to navigational errors were responsible for 10% and another 6% of boats sank because their hulls split open when they slammed into waves or another boats wake.

The study also reported that for every boat that sinks underway, four boats sink at the dock.

Transom height, the height of the boat at the stern is the single most reported reason boats are flooded in open water. The overwhelming majority of boats that were swamped were powered by outboards with engine cutouts in the transom only inches above the water.

Persons operating such low stern transoms should take extra precautions to makes sure load weights are properly distributed and drain scuppers are kept clear.

Members interested in more information as to "Why Boats Sink" and how to prevent it can access the Boat US weblne at www.boatus.com. or by calling 1-800-274-4877.

SINKING REPORT AUX NEWS POTENTIAL

The adjacent report on boat sinkings has great potential as the basis of great news stories for local media.

That 10% of sinkings that was the consequence of navigational errors, could be the basis of a great story promoting the Auxiliary BS&S courses and Advanced Navigational course as well as providing an added measure for joining the Auxiliary.

Also interesting is the fact that 6% of the boats that sank were being piloted in an unsafe manner by slamming into waves or the wakes of another boat. Knowledge of boat handling techniques is another reason to take the Auxiliary courses.

Also the fact that better than 80% of the boats that were swamped were powered by outboard motors is a good reason for boaters to take our courses.

It is important for them to learn in a class room how to properly distribute the load in their boat. Uneven weight distribution, especially in the low transoms of outboards can be a very serious hazard.

There are essentially two ways for people to become aware of these problems. One is, of course, to experience them. The other, is to become aware through an adequate boating safety education program. We believe the latter choice is the most preferable.

Making the boater aware of the hazards and how to deal with the risks those hazards present identify the value of the Auxiliary boating safetycourses. **There is still time to get the word out to your constituency this summer.**

YOUR UNIFORM

Does your uniform speak for you or for the Coast Guard Auxiliary and Team Coast Guard?

The condition in which you maintain your uniform, the manner in which you wear it can speak very loudly to other persons about the kind of organization we are. A dirty, ill fitted or excessively worn uniform speaks many decibels about you and our organization.

Just as a well known telephone directory advocates that we should let our fingers do the walking, our uniform speaks loudly and often about how we think of the Auxiliary, the Coast Guard and ourselves. In your uniform you are, in essence, a walking, living billboard. Have you succeeded in projecting the most viable, positive image for the Auxiliary that you can? What you say in the uniform may make the difference in attracting new members and retaining old ones.

THE INTERNET

A great many people work hard to make sure that all members of the Auxiliary now have available to them forms, manuals and news that only a scant five years ago were literally unavailable on a demand basis.

The Auxiliary Web Site is a great place to visit and with great stores and lots of information available to the member just for the asking. There is no charge for the member services we provide.

Too often, too many members are heard complaining that they don't own a computer, that they are too expensive or that they are too complex.

These are just excuses. Computers come in all sizes, speeds and a variety of combinations of bells and whistles to serve your needs. You don't need the largest, the fastest or the most bells and whistles to have a good, reliable, working computer.

Boats also come in all sizes, speeds and a variety of supporting gadgets. Cost and many other factors go into your decision as to what your boat will be.

Like boats, good reliable computers also come used. There are actually reputable businessmen out there who sell used computers at a fair price. Many will also give some instruction on how to use it.

We can expect that more and more of the Auxiliary will be made available on the Internet as the preferred way to do business. It is less expensive, it is more accurate and more dependable in making the information available.

If you are nervous about the prospect of getting and using a computer, ask your children or your grandchildren. Most of them already know more about computers than you will have to know to access the Auxiliary Web pages. In fact they probably can show you how.

Talk to a reputable person in your part of the country to determine what kind of equipment is best for you. Used computers, adequate to achieve the objective, can be purchased for only a couple hundred dollars or less.

Once you have convinced yourself it is for the good of the Auxiliary, it is easy to convince yourself that it is also for the environment because you don't have to cut down trees to make the information available. No filing of papers is required, because the computer does that for you too.

HOT PROMOS

We want to hear from you members who have experienced some extraordinary success in your efforts to promote the Auxiliary and its missions. We want success stories.

We, in the **Marketing & Public Affairs Department**, are often perceived as an "aloof, laid back crowd that dreams all the time". We will admit to some of that characterization, but it is far from the factual truth.

We are thinking about what it is we can do, working with you, to help us both reach our members and our customers. Efforts are underway to facilitate the promotion of our missions on the broadest basis possible.

To do this, we need to know just who our **target audience** is going to be. Is it all boaters or only identifiable segments of the boating population? While all boaters maybe have a need for our services, not all boaters are necessarily good prospects.

What will be the **theme** of our promotional effort? We must recognize the characterization of our prospective customers and promote our services as some expression of their personality. That is, help them to

paint a picture of us that helps them to feel comfortable and at ease with us.

Once we have identified our **target audience** and developed our **theme**, we must assemble all available **market facts**. That means we need to know pretty much what it is our prospects do and don't like in the kinds of products and services available and, if necessary, modify existing services or provide new services that do fit their needs.

This does not complete our job. We must now **identify our goals or objectives**. These goals should be well defined and well written. A goal just to increase CMEs, for example, is poorly stated. A Goal to increase CMEs by 25% is better stated. Is it realistic and achievable?

We may have to "**repackage**" some of our services in order to offer them anew to our customers. Remember, we do have **competitors**. Why should a boater *prefer* to do business with us over one of our competitors? And, don't forget, some of our best competitors provide **free** products and services and they are the **State Boating law administrators** with whom we partner.

We must develop ways and means to capture the attention of our customers for the specific purpose of inducing them to look at our services and to prefer to use them to available alternatives.

This will involve identifying all of our services and re-evaluating our presentation of them to help our customers **focus** on those that that may *benefit them the greatest* such as our BS&S course and the CME and membership in the Auxiliary.

Finally, we must also make some **decisions** as to how we are going to get the word out to the people we want to reach.

We have available to us the use of newspapers, radio, TV, direct mail and local use of posters, counter cards and similar devices that focus on the local unit.

Yes, **Marketing** our products and services can help to improve our growth, but only if we follow through.

Distribution: The National EXCOM; all National Board Members; The CHDIRAUX; all District Directors of Auxiliary; All District Division Captains; all DSOsPA and PB, all SOs PA and PB and FCs via the District Director; all FSOs PA and PB via the