

C OMMODORE'S *U.S. Coast Guard* B ULLETIN & D IRECTOR'S N EWSLETTER

Deepwater Horizon Incident Response Summary



United States Coast Guard

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Please submit all articles, pictures, corrections, and updates to the DSO-PB at fendtb@cox.net.

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Next Submission Deadline:

01 May 11 | May 2011 Issue

Cover Photo: CAPT Roger LaFerriere, Commander, Sector Los Angeles/Long Beach delivers a dynamic presentation on the Deepwater Horizon incident to the members attending the District board & staff meeting, 7 January 2011 in Costa Mesa. Story on page 7. Photo by: Bret Fendt, DSO-PB

Building on a Foundation of Peanut Butter and Jelly



Building an administrative organization on a foundation of "peanut butter and jelly" is not as difficult as it may seem, when one realizes that the allegory used by Immediate Past District Commodore Michael C. Johnson was to remind us about professionalism in how we carry out our tasks, keeping balance in our personal and auxiliary lives and exercising good judgment when making decisions. Certainly, professionalism, balance and judgment is an outstanding set of watch words by which we can set our course to excellence in service to the boating public.

Staying the course through 2011-2012 will require us to Focus on Ourselves by reexamining our personal health issues in terms of capacity to maintain a healthy lifestyle that includes proper nutrition and exercise as an ad-

junct to working for the Auxiliary. In our ever-growing closer relationship with the Active Duty and the general public we need to focus on our personal appearance by adjusting our uniform selection that best suits our respective physical attributes. The blazer and slacks may have a greater appeal for some of us who do not fit the size and shape of Coast Guard uniforms. Additionally, we need to take a second look at our attitude toward our family, friends, and shipmates as we make way along our course. "Thinking Grey" before taking action is a good beginning but keeping a positive attitude in a changing environment may be as important.

Focus on our "crew", our Family, is an essential component of a good cruise, good life and happiness. Our families are the basic unit of society and, admit it or not, that basic unit has been under assault by various influences which has left it somewhat fragmented in recent years. Spending time with your spouse and children should be cherished. More often our lives are but a moment in time and we find those closest to us will leave our "ship" for other adven-

tures and in some cases prematurely to "cross the bar" for the last time. We should make the most of the time we have with our loved ones and place the Auxiliary in proper priority to their needs as well as those of the nation.

Finally, we need to focus on our Mission. As members of the Coast Guard Auxiliary we must ensure that we "set our compass" for success and not allow ourselves to be "blown off course" by rumors, personality conflicts, political differences, or different social styles. We need to get the job done in a thorough and professional manner and make yourself, the boating public and the Coast Guard proud of your accomplishments.

So that's it. Building an administrative organization on a foundation of "peanut butter and jelly" will be easy if we Focus on Ourselves, Focus on our Family, and Focus on our Mission. It's a formula for success that cannot fail.

Have a great cruise!

Focus on our "crew", our Family, is an essential component of a good cruise, good life and happiness.

Commandant's Direction 2011

Shipmates,

I am pleased to release my Commandant's Direction 2011, which sets the course for our service through 2014 and beyond. In my State of the Coast Guard Address, I quoted the legendary football coach Vince Lombardi who said, "We are going to relentlessly chase perfection, knowing full well we will not catch it. But we are going to relentlessly chase it, because in the process we will catch excellence." My direction is our playbook for catching excellence. So I need you to link to it, read it, and learn it: <http://www.uscg.mil/seniorleadership/docs/ccgs-direction-2011.pdf>.

My direction begins with our heritage, our value and role, our future operating environment, and our greatest strength, you our people. This is who we are, this what we do. It is followed by my priorities and objectives, which are derived from my four guiding principles. To ensure we remain always ready, we will sustain mission excellence, recapitalize and build capacity, enhance crisis response and management, and prepare for the future.

Each of you - active duty, reserve, civilian and auxiliary - in both mission execution

and mission support, deliver extraordinary service on a daily basis. Our nation is safer and more secure because of your actions.

I am proud to be your Commandant.

Semper Paratus.

Admiral Bob Papp
Commandant



A Fish Out Of Water...?

By Al Verdi, District Chief of Staff (DCOS)



Two trout are dining in a restaurant when one of them starts waving his empty glass in the air. The head waiter turns to another waiter and says, "I think there's a fish out of water".

As the Auxiliary in D11SR faces the challenge to move inland there are different ways to characterize the task. You can decide whether the tongue-in-cheek joke above hits the mark. Moving inland will be an exercise in change. How do we confront this mission shift? This is a question that must be addressed and the answer will say a lot about our character as an organization and as individual members. We could resist passively by raising obstacles such as time, distance and budgetary burdens. Make no mistake, these are all legitimate concerns that must be met head-on, but are they insurmountable? Let's try to break it down into bite sized pieces so that not only might it be easier to swallow, it might even be tasty.

First of all, no one is suggesting that we slack off on meeting our safety and security missions vis-à-vis the coastal regions. There are far more moored boats and boaters west of the 5 freeway than

east of it. However, there are also far more of our partner agencies and like minded organizations on the coast. The eastern region regrettably has far more of two things that we all strive to remedy....injuries and deaths. They also have more fast and dangerous watercraft. So let's ask ourselves if we are making the highest and best use of our limited resources. There are flotillas based in shoreline marinas that are flush with facilities and crews. This is a build up resulting from decades of focus and determination to meet that mission. One such unit that I know of has four facilities that are 35 feet length over all (LOA) or larger with 4 coxswains and over a dozen crew qualified members that is planning yet another crew class this spring. While not all coastal units are so blessed it is a scenario repeated over and over from San Diego to the Channel Islands.

One unintended but serious consequence of this build up is the growing number of crew members who are becoming impatient, disaffected and inactive due to the lack of available coastal patrols and the constant training imposed for that elusive SAR case or assist that never happens. Shift now to a Division based a mere 30-60 miles inland from the ocean whose Division Commander is begging for resources to cover the regions numerous and heavily used lakes. In a stunning reversal of thrust that stands logic on its head, that same inland division has crew members seeking rides on coastal patrols just to meet minimum annual hour requirements. I think you catch my drift, to borrow a phrase.

Many of us who have spent most of a lifetime on the coastal waters have now been presented with a huge opportunity for personal growth as we move toward meeting the chal-

lenge. It's a new world and a new mission for many of us. We will need to effectively communicate and articulate goals, requirements, and tasks. Efficient use of time will enhance our ability to manage and prioritize these efforts – to assign the right individual to the right task. The training apparatus must assure that those taking on the mission are prepared to be part of the solution and not become part of the problem. Leaders need to motivate the staff and members to create an atmosphere receptive to change and growth as professional volunteers – to build an organization that sets the example.

What can we do as individual members to move in this direction? Obviously, we need more new members and, in particular, those with inland interests and small trailerable boats. So keep a sharp lookout for those candidates. No, I don't think we should all just flock willy-nilly to our nearest lake or river. Forethought and planning are needed. Certainly, our inland units are the best and most valuable resource to partner with. They know the skills required and the AOR. Rather than just popping in with a group of VE's to blitz a lake, why not partner with a local inland unit to coordinate PA, PV and VE efforts? Coastal units could create an Adopt-a-Lake program or join forces with a selected inland unit to create a Buddy Program or sister city-like alliance.

In a manner of speaking we may, for a period of time, truly be **"....fish out of water."** But I'm confident that with the same focus and determination that built the coastal infrastructure we can get more crew and facilities on the inland waters to satisfy their expectations, meet the challenge cast upon us and have fun. Join me.

Semper Paratus.

DIRECTOR'S CORNER

By CDR Greg Matlin, Director Auxiliary, District 11



"I'm confident that our expanding membership with a combination of PE, VSC and active and new surface facilities can reverse the boating fatality trend."

Congratulations to all the 2011 newly elected and appointed Auxiliary leadership with a special shout out to Commodore, Harry Jacobs. Furthermore, I would like to thank Commodore Johnson, Immediate Past District Commodore, for his Professionalism, Balance and Judgment.

At the National Convention held within our region in Scottsdale, Arizona, Admiral Papp, our new Commandant, released his Auxiliary Policy Statement. I encourage you to get a copy of it, read it, and post it within your Flotillas. He had three priorities, but his number one priority for the Auxiliary in bold print is:

Promoting and Improving Recreational Boating Safety

In line with that priority, our District

Commander, RADM Castillo, charged the Auxiliary to develop partnerships to promote recreational boating safety on the inland waterways. Your Auxiliary leadership accepted this challenge head on and on October 14th chartered a new flotilla, 4-10, in Bakersfield, California which is being led by Gary Draeger and is serving Kern County and Lakes Isabella, Ming, and Buena Vista.

Like the flotilla expansion we have seen our membership increase over the past two years, but unfortunately we have seen a 20% decrease in the number of surface facilities. Our region has many of the nation's most dangerous waterways which includes the Colorado River system. California alone ranks second highest in the number of boating accidents of all states. Arizona follows in 5th place, followed by Utah in 20th, and Nevada in 25th. The 2009 national boating statistics for California, based on deaths per 100,000 registered recreational vessels, show a 3.6% increase from 2008's fatality rate. Our membership and the demand to go inland to promote recreational boating safety is increasing, but the number of facilities is de-

creasing. We need more surface facilities to not only meet the training needs for our expanded membership, but to carry out the priorities of the Commandant and our District Commander. Furthermore, our boating safety agency counterparts (NPS, State agencies, local law enforcement) rely on the Auxiliary to assist them in helping boaters in distress which minimizes potential accidents. In order to meet the recreational boating safety priority, I have a two-fold challenge for our region.

1. **If you currently have an inactive surface facility, then safely dust off those cobwebs and prepare it for operations. For those that have active facilities we need you to maintain them so they will be available for patrols.**
2. **We need to recruit and retain more members with trailerable, surface facilities.**

I am confident that our expanding membership with a combination of Public Education, Vessel Safety Checks and active and new surface facilities can reverse the boating fatality trend.

Semper Paratus!

The New Look of the CBDN

As you may have noticed the 2011 edition of the Commodore's Bulletin and Director's Newsletter has changed. We on the PB staff hope you like the new look, but seeing as this represents your District, please let us know your thoughts. We

hope you find the time to email, call, or write with comments, questions or suggestions. We have worked to keep this publication new and fresh, and do hope you have enjoyed reading. Please check back soon for the next edition!



New Member Academy

Photo by: Bret Fendt, DSO-PB



CDR Matlin, DIRAUX
Addressing the class

The 2011 District 11SR Annual Conference in January, saw the revamping and launch of an all new New Member Academy. The dynamic and dedicated teaching staff included Mr. Mike Lesley, Ms. Stephanie Norton, and Mr. Bret Bigelow.

The course ran for the entire length of the conference, beginning Friday and running through Sunday morning. Topics included Auxil-

iary structure, new member duties, uniforms, and policies and procedures.

The group was comprised of many different perspectives, and the course offered something for everyone. With many having already taken on roles in their respective flotillas, it provided a venue to help our newest members build a foundation based on Coast Guard Values and Goals.

Congratulations to all those who took the time to attend the courses, learn all that was available, and are now working to make a better US Coast Guard Auxiliary.



2011 Graduating Class

Photo by: Bret Fendt, DSO-PB

HERO AMONGST US

By Trent Kelly, District Captain, LA/LB—North

Coast Guard Member Rushes to Aid Fallen Officer

LOS ANGELES, Calif.

Michael Brodey was the man who rushed to the aid of Los Angeles School Police Officer Jeff Stenroos after Stenroos was shot near El Camino Real High School around noon Wednesday, January 19. He was driving near the school when he saw Stenroos on the ground, stopped and quickly used the police car's radio to make an "Officer Needs Help" call.

Brodey, a member of the U.S. Coast Guard Auxiliary, saw the officer was having difficulty breathing and placed a life jacket under his head, and attended to Stenroos until rescuers arrived. He is expected to make a full recovery due to the bullet striking his ballistic vest.

The following day, Brodey was invited to participate in a news conference at Los Angeles Police headquarters where he was praised by city officials including LAPD Police Chief Charlie Beck and LA School Police Chief Steve Zipperman. A sketch drawing of the suspect was unveiled at the conference.

"What I did I don't feel was anything that unusual," Brodey said. "The Coast Guard trains its coxswains to take charge and handle whatever comes our way ... we get a lot of radio communications training, and so what I did yesterday was just do what I am trained to do. It's as simple as that."



Photo by: Trent Kelly, DCAPT-N

Michael Brodey addresses the media at LAPD headquarters.

In addition to being an Auxiliary coxswain (person in charge of the boat and crew), Brodey is qualified as a crew member aboard the 25-foot Defender class Response Boat-Small at Coast Guard Station Channel Islands Harbor in Oxnard, Calif. He is the Immediate Past Commander of Division 7 and is an instructor for teaching safe boating classes to the public.

Special Presentation

The District held its first staff meeting the Friday morning of District Conference. Though the meetings are typically business as usual, members in attendance had the privileged to view a special presentation by CAPT Roger LaFerriere regarding the USCG response efforts on Deep Water Horizon.

CAPT LaFerriere's unique background provided a perspective few can provide. Having served as an area Incident Commander for Coast Guard Operations in the gulf, the Captain described the working conditions, the logistics of

this type of response, and first hand accounts of the ongoing operations during the disaster.

It is easy to understand that during his talk, members in the audience were hanging on every word. For an event that the media covered nearly 24-7 for months, people were hungry for an "inside scoop" and the Captain did not disappoint.

One of the primary messages the Captain delivered was a Unity of Effort, relating it back to the importance of ICS and how the Auxiliary could play a more pivotal role in the future through our understanding and adaptation of ICS in our missions and activities.

Bravo Zulu to the Captain for his work and dedication.

CAPT LaFerriere describes the USCG response efforts at Deep Water Horizon.



Photo by: Bret Fendt, DSO-PB

2011 District Conference Photos

