



## **Strategic Alliance for Boating Safety**

### **Coast Guard Auxiliary Association, Inc. and Boater's World Marine Centers (A division of Ritz Camera Centers, Inc.)**

September 3, 2005

Our organizations have agreed to work together to promote boating safety throughout the United States. We intend to do this by promoting public education classes, vessel safety checks and outreach efforts.

1. This strategic alliance will be promoted by:
  - a. Issuing press releases and/or publishing articles, as appropriate, in our respective national magazines, catalogs and newsletters announcing this alliance.
  - b. Sending notices to all stores and flotillas announcing this alliance.
  - c. Identifying and encouraging relationships between specific local Auxiliary members and store managers.
2. Membership and participation in our organizations will be promoted by:
  - a. Publishing articles on Auxiliary membership programs and opportunities in Boater's World catalogs and flyers.
  - b. Authorize Boater's World to publish the Auxiliary Directory of Services for the information of customers.
3. Recreational Boating Safety will be promoted by:
  - a. Publishing articles regarding Auxiliary boating safety courses and the Vessel Safety Check (VSC) program in Boater's World catalogs, retail

flyers and/or in store signage as well as through public service announcements.

- b. Where appropriate, making store space available for presentation of boating safety classes, booths and Vessel Safety Check stations.
- c. Providing course schedules and Vessel Safety Check locations to Boater's World stores for posting and/or distribution to customers.
- d. Providing the Auxiliary with a listing of its Boater's World stores and the names of contact persons or store managers.
- e. Providing Boater's World the names of contacts within local flotillas.
- f. Encouraging local flotillas to contact the local Boater's World store to facilitate the provisions of this Alliance.
- g. Informing boaters who participate in a Vessel Safety Check that it is Boater's World policy to offer a 10% discount on any items needed to pass their Vessel Safety Check when the VSC form is presented to store personnel.
- h. Coordinating Boater's World select charitable efforts or grants, which enhance the Auxiliary's recreational boating safety programs.
- i. Providing Boater's World the opportunity to sell selected Auxiliary recreational boating safety materials and course materials in stores and catalogs.
- j. Coordinating the preparation of a joint annual program promoting National Safe Boating Week.
- k. Promoting America's Waterway Watch(AWW) program through dissemination of AWW literature in Boater's World stores and catalogs.
- l. Providing boating safety literature to Boater's World stores without charge in connection with the Auxiliary Recreational Boating Partnership Program.

The following individuals will be the points of contact for this Strategic Alliance:

**U.S. Coast Guard Auxiliary**

Jesse L. Harrup, Jr., Chief  
Department of Boating  
U.S. Coast Guard Auxiliary  
1201 Canterbury Lane  
Colonial Heights, VA 23834-2709

**Boater's World, Inc.**

Juan Mendez, General Manager-Retail  
Boater's World Marine Centers  
6711 Ritz Way  
Beltsville, MD 20705

These efforts may be expanded or changed as appropriate. Participation in this alliance is voluntary and does not constitute a binding contractual commitment.

Coast Guard Auxiliary Association, Inc.

Boater's World Marine Centers



Gene M. Seibert, President  
Dated: September 3, 2005



Juan Mendez, General Manager  
Dated: September 3, 2005